

LIFE

ENS

JACK

NAVY
COUPLE

VEST LIGHT
ATTACHMENT
(AFTER INFLATION)

ORAL INFLATION
CONNECTOR LOOP

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725

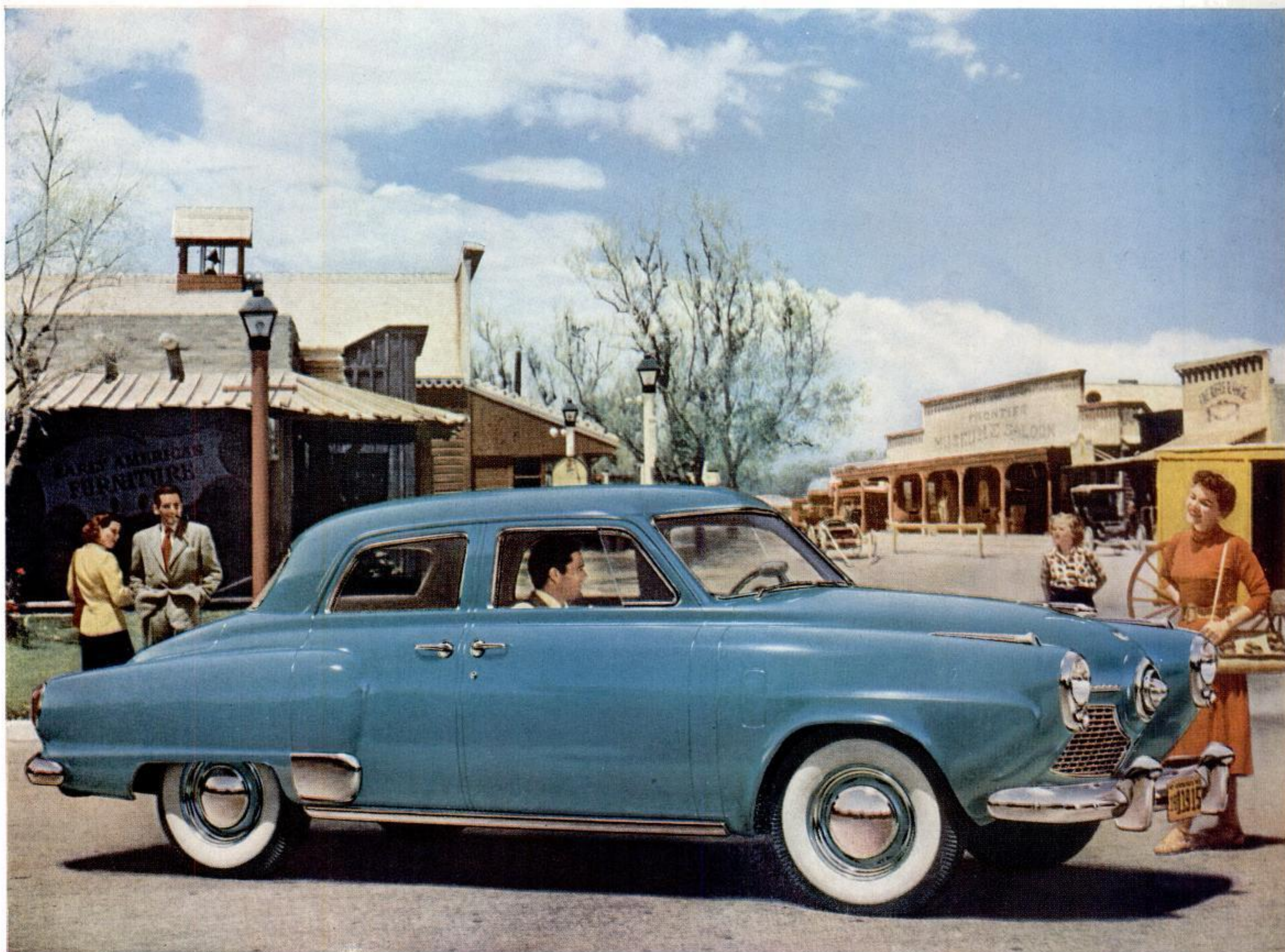
20 CENTS

MARCH 19, 1951

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Paul Hesse photo

Wheel trim rings, and white sidewall tires if available, at extra cost. Decorative and other specifications subject to change without notice.

Your thrifty one for '51 and many another year to come!

Studebaker's great new Commander V-8

**Gives you a new kind of V-8 performance!
Saves you plenty on first cost and upkeep!
Never requires you to use premium fuels!**

SEE THE 1951 STUDEBAKER CHAMPION TOO...TOP VALUE OF THE TOP 4 LOWEST PRICE CARS!

©1951, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.



If you want the truth, go to a child

JEPSON had a spectacular record as a salesman. They used to call him "Mow-'em-down" Jepson. And the bigger they were, the harder they fell.

Lately, though, Jepson felt himself slipping. He couldn't seem to get in to see the big fellows; and the little ones got rid of him as quickly as they could. He was discouraged and mystified. Finally, one evening, he got the real truth from his little boy. You can always depend on a child to be outspoken on subjects that older people avoid.

How About You?

The insidious thing about halitosis (unpleasant breath) is that you, yourself, may not know that you have it . . . and even your best friends won't tell you. It may be absent one day and present the next. And when it is you offend needlessly.

Sometimes, of course, halitosis comes from some systemic disorder. But usually—and fortunately—it is only a local condition that yields to the regular use of Listerine Antiseptic as a mouth wash and gargle.

Why risk offending when Listerine Antiseptic is such a simple, wholly delightful and extra-careful precaution against halitosis? Never, never omit it, night or morning, or before any date when you want to be at your best.

Be Extra-Careful

Listerine Antiseptic is the extra-careful precaution because it freshens and sweetens the breath . . . not for mere seconds or minutes . . . but for hours, usually. Your whole mouth feels cool and clean.

When you want that extra assurance, don't trust makeshifts. Trust Listerine Antiseptic. Make it a part of your passport to popularity. Lambert Pharmacal Company, St. Louis, Mo.

Before any date . . . LISTERINE ANTISEPTIC



so many
women...
so little
time...



...IDOL OF MILLIONS IN
THREE BRIEF YEARS OF FAME

COLUMBIA PICTURES presents

V

ALENTINO

Color by **TECHNICOLOR**



Isn't it amazing how much
ANTHONY DEXTER looks like **RUDOLPH VALENTINO**

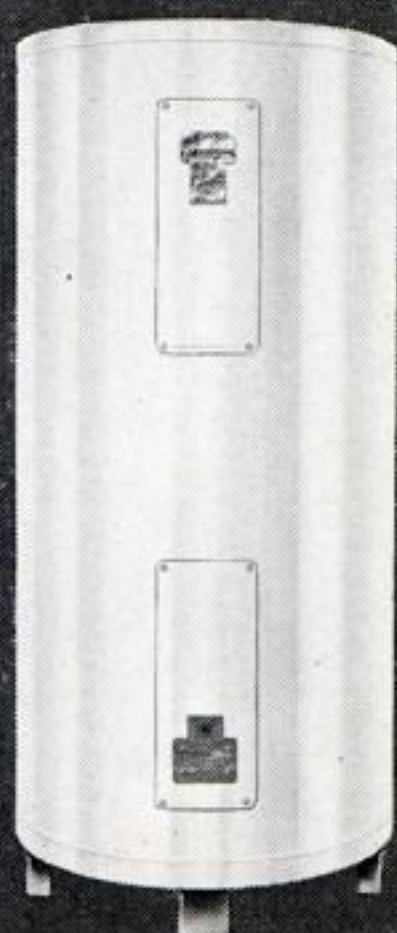
AN **EDWARD SMALL** PRODUCTION starring
ELEANOR PARKER
ANTHONY DEXTER with



Richard Carlson • Patricia Medina • Joseph Calleia • Written by George Bruce

Produced by **EDWARD SMALL** • Associate of Producer • **JAN GRIPPO** • Directed by **LEWIS ALLEN**

Permaglas
Automatic
Electric
Water Heater



Permaglas automatic water heaters
cannot rust because
Glass can't rust!

Today
A.O. Smith Permaglas
costs no more
than ordinary water heaters!

You save in more ways than one when you install a *Permaglas* these days! You save with A. O. Smith's mass-production economies . . . the building of more than a *million* water heaters. This now makes possible *Permaglas* quality at the price of ordinary water heaters!

And you save for years to come. *Permaglas*, with its tank of glass-surfaced steel, cannot rust because *glass can't rust!* You're sure of long, trouble-free service . . . an

always-ready supply of sparkling-clean hot water for every household need . . . hot water always free from tank rust and corrosion. You're sure, too, that you won't need to replace *this* water heater every few years!

So—when a *Permaglas* costs no more—why buy a water heater that rust can ruin? Compare! See why a *Permaglas* is today's best buy in hot water service for your home!

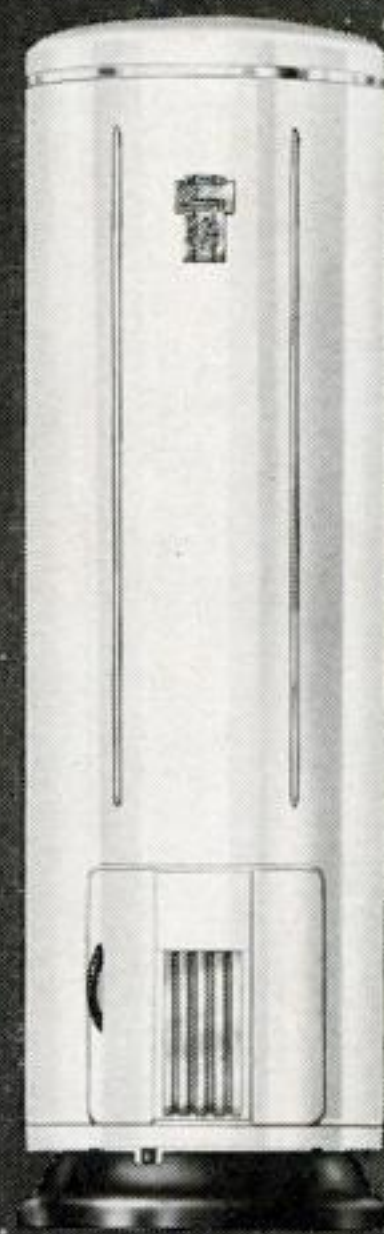
See your local A.O. Smith dealer now!



A.O. Smith
AUTOMATIC WATER HEATERS

Licensee in Canada: John Inglis Co., Ltd.

Permaglas
Automatic Gas
Water Heater



*Mail Coupon
for Free Booklet!*



A.O. Smith Corporation
Water Heater Division, Dept. L-351
Kankakee, Illinois

Without obligation, send me a copy of Don Herold's illustrated booklet on *Permaglas Ceram-iron Construction*.

Name _____

Address _____

City _____ State _____



JYB7-7ZL-D4TB

Enjoy Your Coffee? Children Too

Like the *Right* Hot Drink at Breakfast!



A Hot Drink All Their Own at Breakfast Hot Ovaltine Takes No Extra Time!

"Eat a good breakfast to start a good day," says the U. S. Bureau of Human Nutrition, and it adds, "Something hot is cheering, and tones up the whole digestive route." Hot Chocolate Flavored Ovaltine is the *right* kind of hot drink for children's breakfasts. It supplies food essentials that every child

should have to start the day right after the long foodless night. And it's so *delicious*, it helps make breakfast a real *joy* for your child! *Hot Ovaltine takes no extra time.* While you wait for your morning coffee, just stir three teaspoonfuls of Ovaltine into a cup of hot milk and it's ready to serve!

Breakfast Considered Day's Most Important Meal, the Year 'Round!

Nutrition experts more and more are coming to recognize that breakfast may well be the most important meal of the day.

They say, for example, that children *should* get from a fourth to a third of their daily food requirements at breakfast time.

And it is known, too, that children need two or three times as much of certain vital food elements, in proportion to their size and weight, as we adults do.

Scientific findings make it plain that there is a real need among children for better breakfasts the year 'round. This need exists for many children whose parents least suspect it.

HOW OVALTINE SUPPLEMENTS MILK

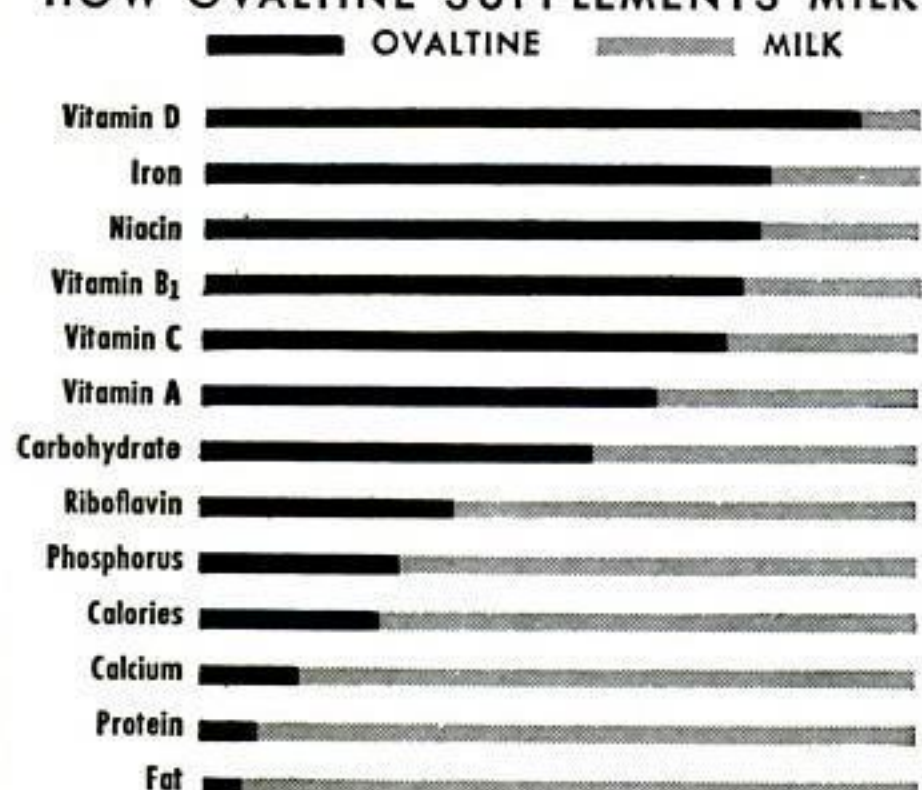


Chart shows proportions of total food essentials furnished by the Ovaltine and by the plain milk in a serving of Ovaltine beverage. Notice how Ovaltine is richest in the essentials in which milk is low and which children need in liberal amounts.

A Nourishing Hot Drink Like Ovaltine in the Morning Acts As a "Spark Plug" for the day!

We parents aren't the *only* ones who like a good hot drink to start us off in the morning. Our children, too, can enjoy, and *benefit from*, a hot drink at breakfast that's really *right* for them.

Chocolate Flavored Ovaltine mixed with hot milk as directed is the *right* kind of hot drink for your child.

Authorities say that a good breakfast every morning can change a child's whole outlook on life and something hot is almost a "must" in a really good breakfast. Ovaltine is *right* three ways as a hot breakfast drink for children!

First, Ovaltine mixed with milk supplies essential vitamins, proteins and minerals that children *must have* for good growth and robust health. It is a rich supplementary food that fills in the gaps and chinks that may occur in children's breakfasts, even in the best of homes.

Second, its soothing, comforting warmth helps to put little folks at ease to enjoy and digest their breakfasts.

Third, Ovaltine itself is quickly and easily digested, starts giving out its bracing food-energy by the time children reach the schoolroom.

So, to insure a more adequate breakfast for your child, serve Hot Ovaltine along *with* the rest of his breakfast—as an addition to, not a substitute for, the foods he regularly eats. Start in tomorrow! Let your child enjoy delicious *hot* Chocolate Flavored Ovaltine at breakfast every morning.

Mid-Morning Fatigue Affects School Work!



If your child acts dull and listless in the middle of the morning, look first to his breakfast! Surveys indicate a shockingly large number of children fail to eat enough breakfast. Authorities say children cannot readily make up for it at other meals without over-eating.

An inadequate breakfast can cause poor concentration, lack of alertness, lower grades. A good breakfast gives your child the start he needs to do his best at school.

OVALTINE

THE HOT FOOD DRINK
FOR CHILDREN
THAT'S RIGHT FOR
BETTER BREAKFASTS!

Ovaltine costs so little compared to the good it can do, you'll want to serve hot Ovaltine with your child's breakfast every morning! Use only three teaspoonfuls of Ovaltine to a cup of hot milk.

TWO KINDS: CHOCOLATE FLAVORED AND PLAIN





IF THEY DON'T HAVE THE LABEL THEY'RE NOT REAL KOROSEAL

Koroseal
BY **B.F. Goodrich**



Shower curtain by Joseph A. Kaplan & Sons, Inc.



Garment bags by Seal Sac, Inc.



Baby pants by Warren Featherbone Co.



Rainwear by Climatic Rainwear, Inc.

If they don't have the label they aren't real Koroseal

THERE are many flexible materials on the market, many of which look alike when new. But there's only one Koroseal flexible material, only one with all Koroseal's important, *lasting* advantages. To make sure you can get all these values, every Koroseal article carries a prominent label. Here's what that label means:

1. Permanently waterproof—important in raincoats, garden hose, shower curtains, window sealing strips, play ponds.

2. Strongly scuff-resistant—able to stand extraordinary wear—ideal for furniture upholstery, brief cases, bicycle seats.

3. Easily washable—for upholstery, baby pants, crib sheets, tablecloths, draperies.

4. Tasteless—vital in food bags, beverage hose, bowl covers.

5. Highly resistant to grease, soaps, stains—essential for tablecloths, shower caps and curtains, shampoo capes,

aprons, work clothing.

6. Lasting beauty—Koroseal flexible material can be made in any color, shape or form. Koroseal upholstery looks new and beautiful long after most materials would be soiled and worn. That lasting quality makes it ideal, too, for draperies, bedspreads, curtains.

When you see a Koroseal label on any article you know it was made by a reputable manufacturer, from Koro-

seal flexible material developed to serve you best. The B. F. Goodrich Company, Koroseal Division, Marietta, O.

Trade Mark—Reg. U. S. Pat. Off.

Koroseal
FLEXIBLE MATERIALS
BY

B.F. Goodrich

A sensational development from PHILCO

A NEW KIND OF 2-DOOR WITH FULL AUTOM.



PHILCO
Advanced Design
has a woman
in mind!

Philco Duplex . . . your choice of 8, 10, or 12 cu. ft. sizes.
Also Single Door Philco refrigerators in 7, 9, 11, and 13 cu. ft. sizes.

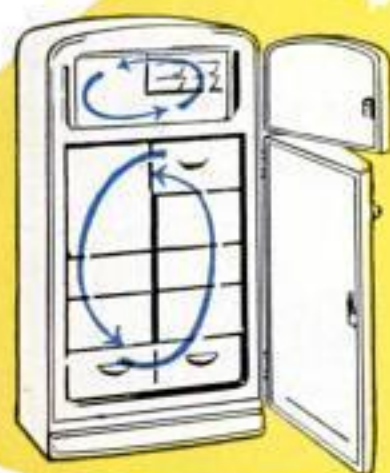
refrigeration engineers...

OR REFRIGERATOR AUTOMATIC DE-FROST...

yours from PHILCO at far less
cost than ever before!

HERE indeed is one of the truly great advances in electric refrigeration—created and developed for you in Philco Laboratories by Philco refrigerator engineers.

There has quite literally never been a refrigerator like this! It's an entirely new kind of refrigerator



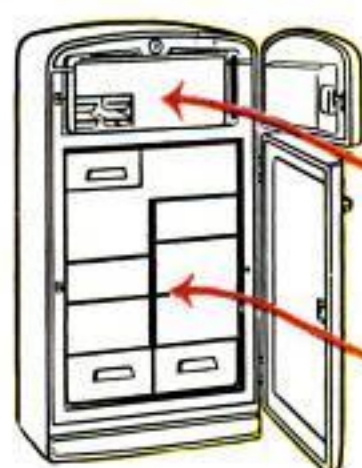
Old Style 2-Door
Refrigerator Means
A WET BOX



New Philco Duplex
Design Means
A DRY BOX

that gives you for the first time the luxury of 2-doors, the convenience of automatic defrost at a price that has never been known in the industry.

Yes, Philco engineering genius has perfected a defrost system that's *completely automatic*.



No De-Frosting
Here!

No De-Frosting
Here!

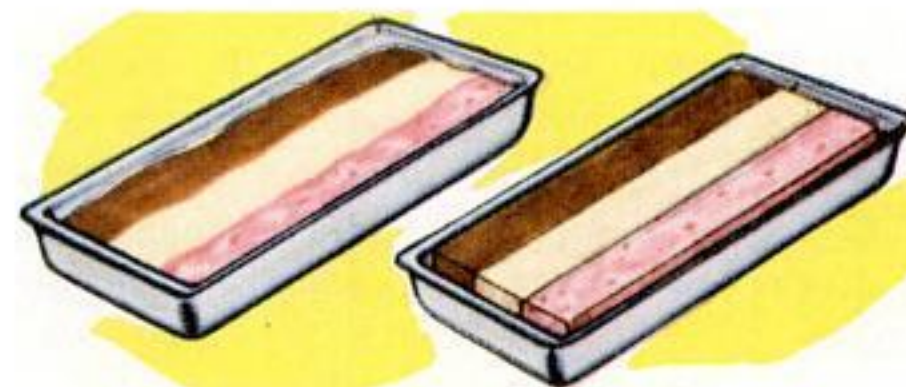
NO DEFROSTING ANYWHERE

It's true, honest defrost... you never have to defrost either the freezer or the main food compartment manually. No clocks to watch or indicators for you to worry about. No more having to chip off frost.

Philco Defrost operates when, *and only when*, defrosting is needed. Does it completely and automatically! Does it faster than fast—so that frozen foods stay frozen. Even ice cream retains its firmness and its original appetizing appearance.

Philco Duplex design assures you a *dry* refrigerator. The one great disadvantage of old-style 2-door refrigerators has been that water collects on the walls and floods down. But Philco engineering has ended all this. No more wall-sweating or messiness!

Philco Duplex has every conceivable luxury feature—giant freezer, fully adjustable shelves, Meat Storage Drawer, Crispers. Plus sparkling beauty, inside and out!



EVEN ICE CREAM STAYS FIRM

Look at this great new refrigerator soon. Prove to yourself that Philco Duplex has everything anyone could hope for in a refrigerator...that here is, without doubt, the finest refrigerator ever built!



New for '51...Philco Electric Range with **BUILT-IN JIFFY GRIDDLE**

- The greatest range news in years—Philco's exclusive Built-In Jiffy Griddle. Delicious meals in a jiffy—so simple a child can use it! Adds the cooking capacity of 2 extra surface units!
- And Philco's exclusive "Broil-Under-Glass" gives you at last, *true smokeless broiling* in a wide selection of one and two oven models.



PHILCO

REFRIGERATORS

the finest in
refrigeration history

Heinz Soups Have All The Real Home Flavor Cooked In!



All Heinz Soups Are Brimful Of A
Wonderfully Different Homemade
Flavor! For Heinz Cooks These Luscious
Soups With Real Home Care—
And Seasons Them To Perfection!

FOLKS who like chicken soup that's rich with
real chicken goodness . . . vegetable soup
that tastes as if it had simmered for hours on
the back of an old woodstove . . . just naturally
insist on *Heinz* Condensed Soups! For they
have a wonderfully different *homemade* flavor!

We make all your favorites the one best way
—cook them patiently, with real home care—
according to prize home recipes. Take Heinz
Cream of Tomato Soup, for instance. Into a
smooth purée of Heinz own sun-mellowed
"Aristocrat" tomatoes we blend rich cream . . .
season the soup with fragrant, carefully selected
spices. It's truly the *cream* of tomato soups!

When you want to treat the family to
perfectly seasoned, nourishing soups with a
wonderful difference in flavor, ask for *Heinz*
Condensed Soups. All their homemade rich-
ness is cooked in — ready for you to enjoy!



Listen To "Ozzie And Harriet"
Friday Evenings Over ABC 



*Heinz Pickles are in a
class by themselves!*

● **You'll find** Heinz Fresh Cucumber Pickle un-
matched for fresh flavor . . . crisp texture! Heinz
uses pedigreed cucumbers, fine, mellow Heinz
Vinegar and fragrant, carefully selected spices!

*Heinz Soups taste like
the homemade kind!*

● **If you could see** the delectable things that
go into *Heinz* soup kettles—the plump chick-
ens, tender beef, golden carrots, heavy cream,
crisp green beans, choice peas and other fine
ingredients—you'd know one more reason
why so many folks say you can't tell *Heinz*
Soups from homemade!



*Your baby
deserves the fine
quality of Heinz
Baby Foods!*



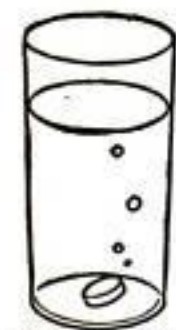
● **Scientifically** cooked and
packed for finer flavor,
Heinz Baby Foods include
Cereals, Strained and Junior
Foods. Heinz makes over
40 kinds—recommended by
doctors everywhere!



Fast, Effective Help for HEADACHE

Upset Stomach-Jumpy Nerves

BROMO-SELTZER
IS READY TO
GO TO WORK
AT ONCE TO
FIGHT HEADACHE
THREE WAYS



TABLET PRODUCT
DISSOLVES SLOWLY



BROMO-SELTZER
READY INSTANTLY



Get effective relief from headache misery fast with Bromo-Seltzer. It effervesces instantly—faster than any tablet product you've ever tried—ready to go to work at once to:

1. Relieve headache pain.
2. Neutralize excess stomach acidity.
3. Quiet jittery, jumpy nerves.

For best results, use cold water. Follow the label, avoid excessive use. Get Bromo-Seltzer at your druggist's today. A product of Emerson Drug Co.

BROMO-SELTZER

LETTERS TO THE EDITORS

ROBINSON—LA MOTTA

Sirs:

Your pictures of the La Motta and Robinson fight are really great ("The Robinsons and the La Mottas Go to a Great Fight," LIFE, Feb. 26).

J. A. HERSCHMAN

Gibbon, Minn.

Sirs:

Congratulations! You did it again . . . with the most superb fight pictures ever put into any magazine.

GEORGE M. BENDA

Durham, N.C.

● LIFE is indebted to the International Boxing Club of Chicago for co-operation which made it possible for LIFE to station four photographers at an already crowded ringside.—ED.

Sirs:

Sugar Ray may have been busy that night, but no more so than his wife who, according to your pictures, wore no earrings in the early rounds, put them on before the 9th, off again in the 11th and on again when end was in sight.

ALBERT A. SEASONGOOD

Melrose Park, Pa.



EARRINGS OFF AND ON

● Mrs. Robinson pulled her earrings nervously on and off all through the fight. The one on her left ear fell off during one of her sister's excited hugs, was replaced by fight's end with the one from right ear.—ED.

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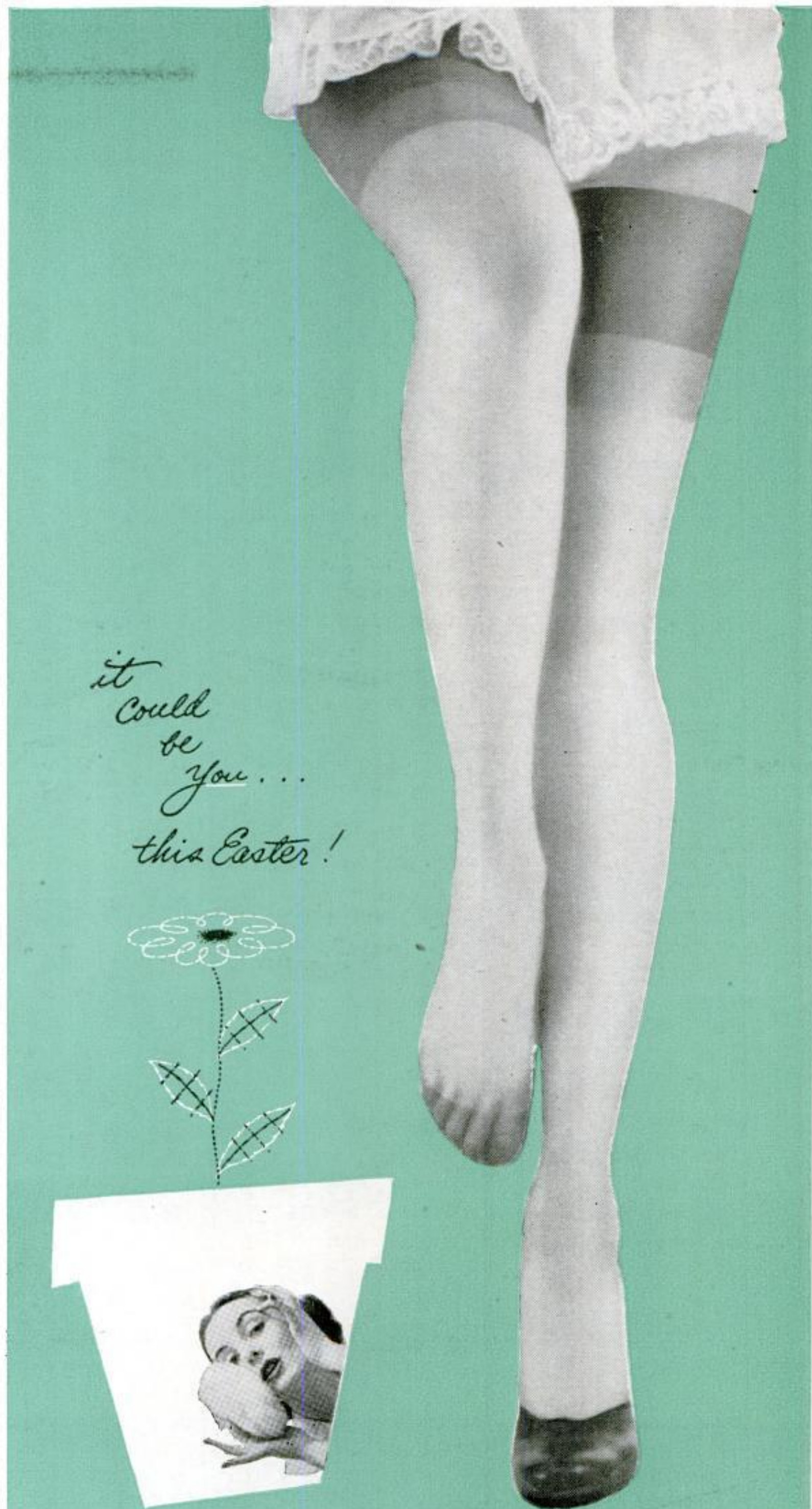


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(Canada: 1 year, \$7.25)

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*it
could
be
you . . .
this Easter!*



Face Powder Finish *

stockings by

BUR-MIL CAMEO

Misty Face Powder Finish gives you a lovelier "leg complexion"! Enjoy it in Bur-Mil® Cameo's® new 60-gauge Nyl-de-Chine, the longer-wearing stockings whose super-twist yarn makes them soft as air, smooth-clinging . . . the best-fitting stockings you ever wore!

Only \$1.65

A PRODUCT OF BURLINGTON MILLS

*Trademark

*Easter
Gift*



NECKLACE AND EARRINGS
\$27.50 plus tax \$17.00

Sparkling Austrian crystal flowers and frosty white leaves . . . superbly made with an overlay of rich 14 Karat white gold for lasting loveliness.

Krementz

FINE QUALITY JEWELRY

Available wherever fine jewelry is sold

Write for free brochure.

Krementz & Co. • 47 Chestnut Street • Newark 5, N. J.

Name _____

Address _____



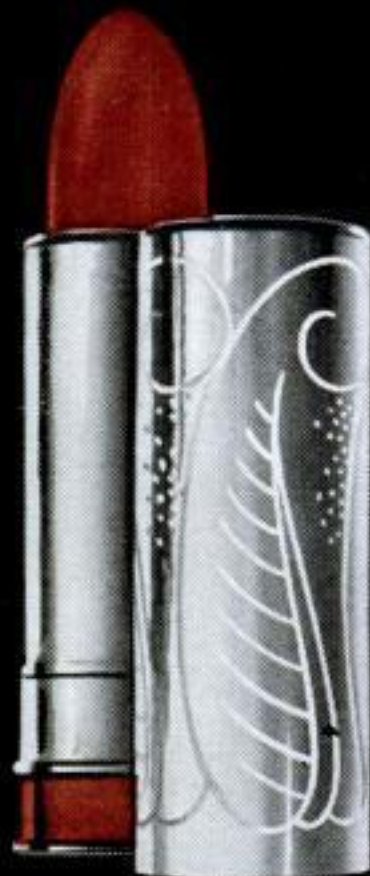
BY APPOINTMENT
PERFUMERS TO
H. M. QUEEN MARY.
YARDLEY, LONDON

Keep your lips aglow with **Red Burgundy**, a rich, warm lipstick shade for now... in Yardley's creamy-smooth, stays-on new lipstick that comes in a majestic case.

Eight other smart shades to choose from, \$1, plus tax

YARDLEY lipstick

Yardley English Complexion Powder, in nine flattering shades. \$1.10. Plus tax.



Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

LETTERS TO THE EDITORS

CONTINUED

DEBBIE REYNOLDS

Sirs:

The picture of Debbie Reynolds for LIFE's cover (Feb. 26) is the best. Your second and third choices are good too.

C. PAUL WIGHT
Old Orchard Beach, Maine

Sirs:

You take 40 pictures of Debbie, then print the most unattractive on the cover. Unpardonable bad taste.

WILLIAM A. BUCKNER
New York, N.Y.



SECOND CHOICE



THIRD CHOICE

• Most of the readers who commented agreed with LIFE's choice. Readers' runners-up are shown above. —ED.

AMERICA'S JUST CAUSE

Sirs:

The conclusion you reach on Washington's warning against European entanglement is not in accordance with the facts of history ("America's Just Cause," LIFE, Feb. 26). Washington never indicated either in his speeches or official acts that he envisioned this nation playing world policeman. On the contrary, he hoped we would have the good sense to preserve our liberties and strengthen national unity at home and become so strong that no enemy could overcome us.

WILLIAM C. DUNCAN
Batavia, Ill.

Sirs:

You have performed a great public service in rescuing our first president from the fuddy-duddy ranks of the isolationists.

CHARLES H. BRANCH
College Park, Ga.

Sirs:

LIFE is the first publication I have yet seen which has the effrontery to quote George Washington in defense of foreign alliances. These selections from Washington's Farewell Address prove this a monstrous perversion:

"The great rule of conduct for us, in regard to foreign nations is, in extending our commercial relations, to have with them as little political connection as possible.

"Europe has a set of primary interests, which to us have none, or a very remote relation. Hence she must be engaged in frequent controversies, the causes of which are essentially foreign to our concerns. Hence, therefore, it must be unwise in us to implicate ourselves by artificial ties in the ordinary vicissitudes of her politics or the ordinary combinations and collisions of her friendships or enmities."

PHILIP LE BOUTILLIER
President

Best & Co.
New York, N.Y.

• Nobody ever wins the game of quotations, and Mr. Le Boutillier's views

CONTINUED ON PAGE 12

NULLO

NEW PILL KILLS BODY ODORS

Stops all fear of offending in close contact

Take it like a vitamin

BAD BREATH, TOO!

TAKE one or two Nullo tablets daily! Then no amount of rushing or nervous excitement can produce the slightest body odor. Women's special odor problems—during the "difficult" period, for instance—are stopped! Even your socks and underwear carry no odor. Your dresses and sweaters never pick up a trace of unpleasant perspiration odor. That's because you have no odors when you take Nullo regularly.

Easy to Carry! Easy to Take!

For bad breath, chew Nullo. Even garlic, alcohol, and tobacco are no match for Nullo. Try it today! If not delighted, your money back! Nullo is clinically tested... absolutely harmless.

THE DE PREE COMPANY, Holland, Michigan
Established 1906 • Manufacturers of Nurse Brand Drugs and Wheatamin Vitamins



ABSOLUTELY HARMLESS!

It contains only an ingredient you eat every day in green vegetables—nature's chlorophyll specially processed by Dr. F. Howard Westcott's formula to safely control breath and body odors. Nullo is as safe as a lettuce leaf!

Featured in **READER'S DIGEST**



© 1951

New! Basically Different Shoe

(Designed to Fit Your Foot in Action)

ADDS COMFORT-REDUCES FATIGUE

Your Feet Will Feel Fine...Thanks to 24 Years of Foot Research by Famous Eastern Medical School

Maybe your feet don't actually hurt—maybe you feel foot-strain in your back or your neck without knowing where it comes from.

Maybe your shoes seem to fit when you sit, yet cause trouble when you stand or walk.

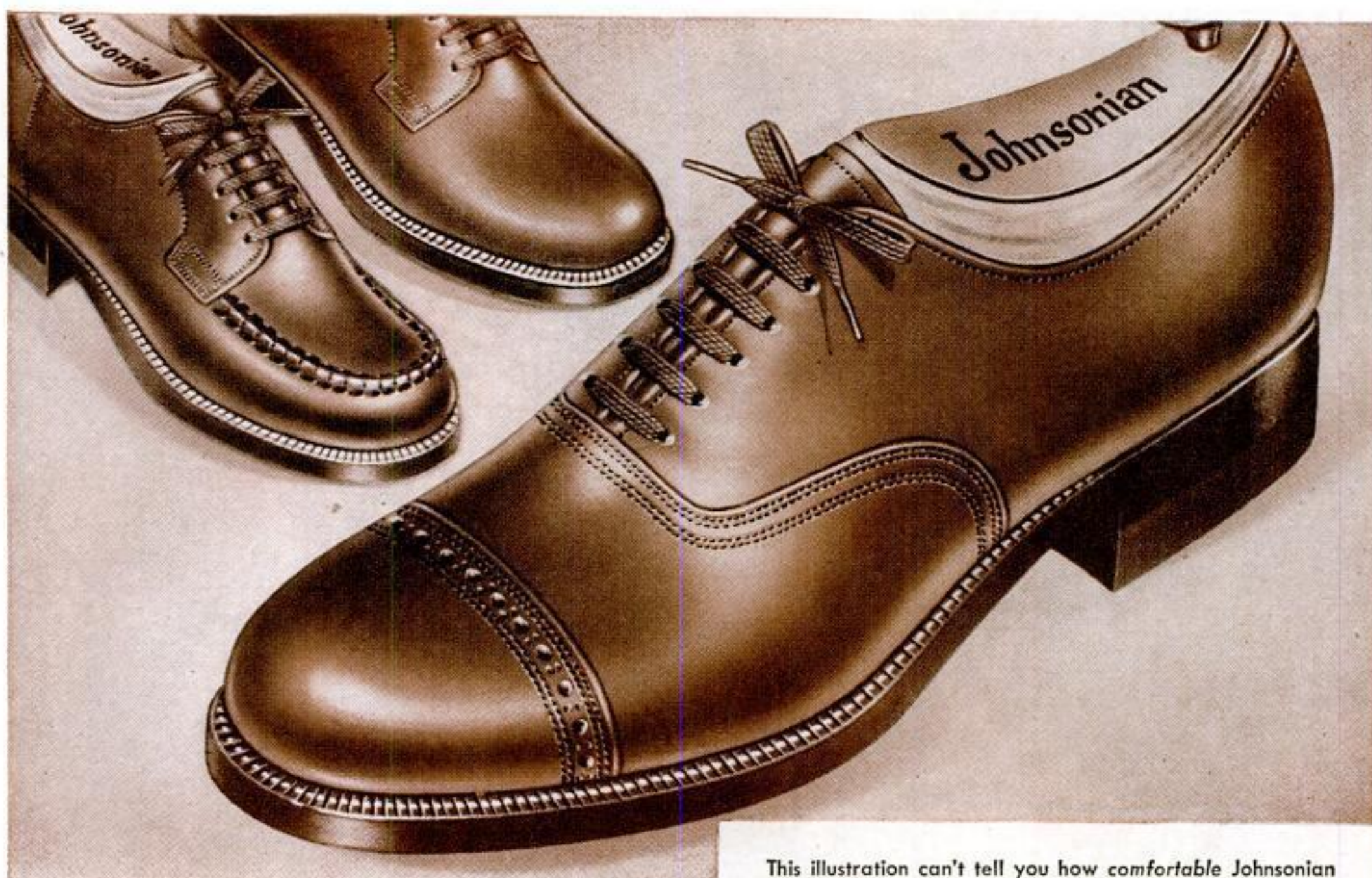
Shoes cause discomfort to 7 out of 10 adults. Now the problem is solved—after 24 years of scientific research in a famous eastern medical school.

These scientists discovered the source of much foot trouble: shoes that don't fit the foot in action and don't carry your weight correctly.

Then they discovered the solution, now embodied in Johnsonian Guide-Step manufactured by Endicott Johnson, one of the world's largest and oldest makers of shoes.

Correct—not "Corrective"

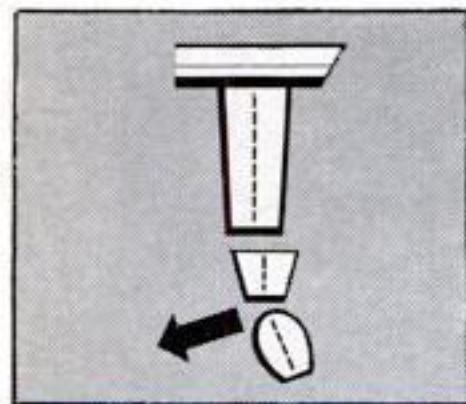
Maybe you've tried shoes that contained arch supports, heel pads, and other "corrective" devices, without relief. Guide-Step Shoes use no such gadgets. They're not "corrective"—they're correct. The secret of their comfort—their action-fit—is in their basic functional design.



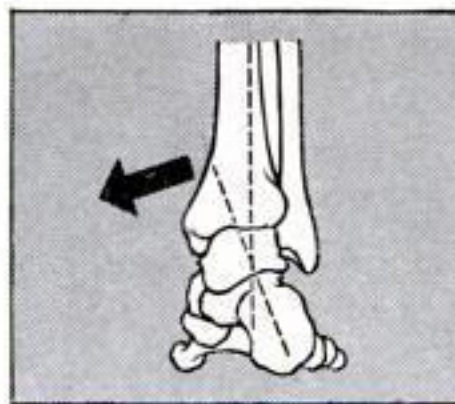
This illustration can't tell you how comfortable Johnsonian Guide-Steps are, but it does show that you don't have to sacrifice style for comfort. The straight tip is Style No. 8540, also available in black. The moccasin is Style No. 8543, and the plain toe Style No. 8542.

This Principle Stops Foot Trouble AT THE SOURCE

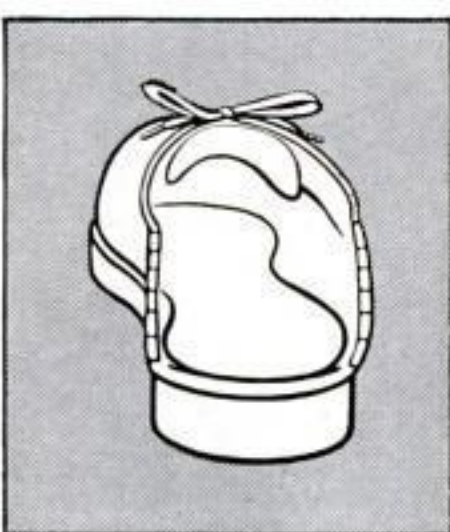
The Guide-Step principle has produced an entirely new type of shoe that sacrifices nothing in style or looks and has no built-in "gadgets". These simple diagrams show the source of most foot troubles... where the Johnsonian Guide-Step principle goes to work.



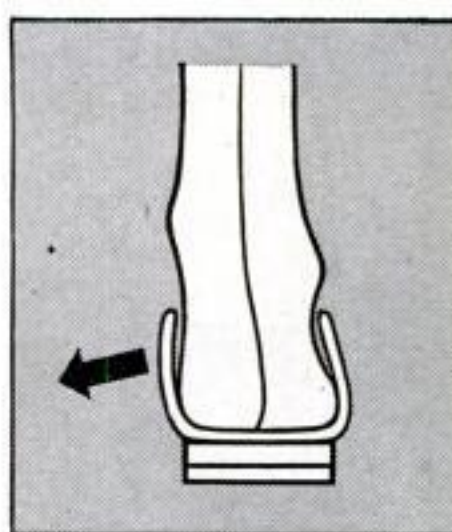
This is a weak table leg. The weight line down the center is not straight—sit on the corner of this table and the leg rolls inward.



This is your foot and leg. The heel bone is rounded—as your weight descends, the foot rolls inward, causing strained aching muscles and fatigue.



Here is a cutaway picture of an ordinary shoe heel. You will notice that the heel seat is nearly flat—not cupped to take the rounded heel of a foot. To keep the weight line straight, a shoe should hold the heel firmly in a supporting grip.



Here is a foot in an ordinary shoe—the shoe does nothing to grip the heel and straighten the weight line. As this foot steps and weight descends on it, the foot rolls inward resulting in muscle strain. This is where the Guide-Step principle takes over.

Relieves Foot Discomfort and Fatigue

The Guide-Step design and construction eliminate a major cause of painful, aching arches, cramped foot bones and strained tendons.

It helps you to walk better, feel better, look better, from your very first step.

We've given you just a hint of the problem in the panel at the left, but you'll want the whole story. It may help you to years of comfort.

The coupon below will bring you an 8-page illustrated booklet about this exhaustive medical research and its results. Send it now and find out how you can insure perfect foot-comfort.

Endicott Johnson Corporation
Department L
Endicott, New York

Please send me the free, illustrated booklet on Johnsonian Guide-Step, plus the name of my nearest shoe store or shoe department.

Name _____

Address _____

City _____ Zone _____ State _____

Smartest Shoes
on the Square



A PRODUCT OF
ENDICOTT JOHNSON

GUIDE-STEP
Johnsonian

MAIL COUPON
TODAY FOR
FREE
BOOKLET

First in the Fit Parade ...Carter's Trigs!

Get comfort, get Trigs.
Sit easy, bend easy. The trick is in the knitting.

Only Carter's knit gives Carter's fit
...and the elastic will *never* let you down.

(And cotton knits need no ironing)

DAD selected Trigs athletic shirt at \$1.00
and briefs at \$1.10.

LAD's shirt \$.85 and briefs \$.89.

YOUR CHOICE can be Trigs in briefs,
mid-lengths or longs, athletic shirts or
T-shirts. Carter makes 'em all!



The William Carter Co.
Needham Heights 94, Mass.



Psst! Carter's makes underwear for the entire family!

LETTERS TO THE EDITORS

CONTINUED

are shared by many. However the sum of Washington's words and acts demonstrate to LIFE's satisfaction that he indeed did think of the new America as a country "aware of and responsive to the world about it" and that it was America's mission to keep alive "the fires of liberty" in the world.—ED.

Sirs:

You mention that Washington warned us against "entangling alliances." Jefferson, I believe, was the one who made the statement. Washington warned us against "permanent" alliances and gave his blessing to temporary alliances if for our good.

LINWOOD S. ELLIOTT

Portland, Maine

● LIFE used a familiar phrase commonly attributed to Washington. What he said precisely was, "It is our true policy to steer clear of *permanent* alliances with any portion of the foreign world, so far, I mean, as we are now at liberty to do it." In his inaugural address Jefferson said, "Peace, commerce, and honest friendship with all nations, *entangling* alliances with none."—ED.

OTHER U.N. TROOPS

Sirs:

Thank you for "Other U.N. Troops: They Also Serve" (LIFE, Feb. 26). It is most encouraging to know that other countries are sharing the brunt of the Korean war.

ARTHUR F. WERNER

Buffalo, N.Y.

● Most recent reports on U.N. battle casualties (including dead, wounded, missing in action and prisoners of war): Turkey, 948; United Kingdom, 892; France, 374; Australia, 265; Philippines, 150; Netherlands, 106; Greece, 66; Canada, 30; New Zealand, 7.—ED.

Sirs:

The picture of a Turkish gunner and a Korean girl looking at an American comic book is captioned: "Both of them seem happy though neither can read or speak English." The comic book they are perusing is *Henry*. Henry is a mute character and depends for his humor on action, not words.

MRS. FRANK LEE

Baytown, Texas



● In the newspaper comic strip, Henry is mute. But in the comic books Henry sometimes speaks (above).—ED.

CONTINUED ON PAGE 15

AMAZING NEW HAT DEVELOPMENT!

Look! It weighs
no more than
2 packs of
cigarettes!



the
Featherweight
CHAMP HAT
750

Just place two packs of cigarettes on Your head! That's exactly how light the Featherweight Champ feels! Why? Because an entirely new, exclusive Champ process works wonders with the felt — takes out the weight, puts in the fashion. Not just ordinary fur felt — but made of imported KS fur. And every Featherweight Champ is pre-created at the factory by experts to hold its shape.



**CHAMP
HATS**

EMPIRE STATE BUILDING, FIFTH AVE., N. Y.

They wear the
cleanest clothes in town

...his bride swears by *TIDE*!

They wear the cleanest clothes in town—
At home or at a party.
His bride has learned to wash with *TIDE*
She's young . . . but she's a "smarty"!

Tide GETS CLOTHES CLEANER THAN ANY SOAP!

**NO SOAP—NO OTHER PRODUCT
SOLD THROUGHOUT AMERICA—
WILL WASH AS CLEAN AS *TIDE*!**

JUST TRY *TIDE* in your washing machine. Wring out your clothes, rinse them, and, lady, you'll hang up a *cleaner* wash than you'll get with *any* soap—or any other washing product sold from coast to coast! You'll get the *cleanest* wash in town!

NOT ONLY CLEANER—WHITER, TOO! In *hardest* water, *Tide* will wash your shirts, sheets, curtains *whiter* than any soap you can name! They'll be so *shining* white . . . so *radiantly clean*, you'll never want to trust them to anything else but *Tide*!

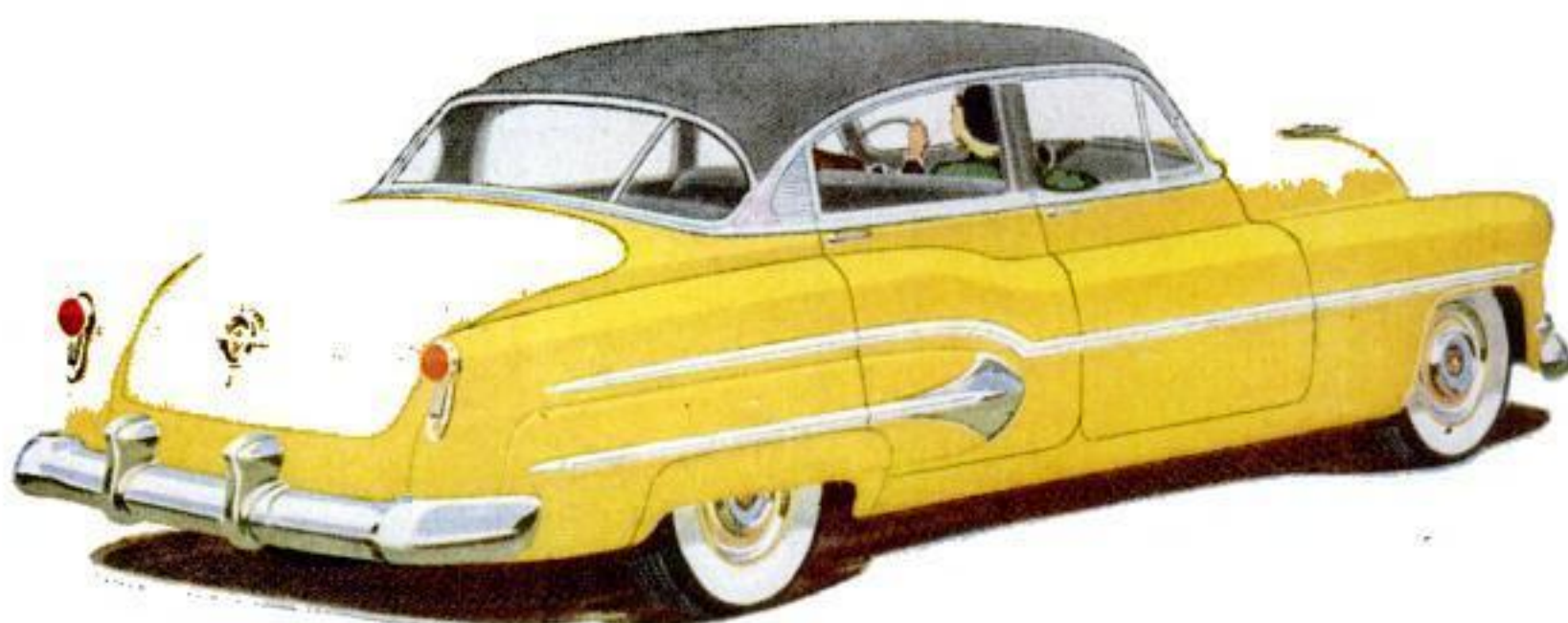
AND BRIGHTER! Just wait till you see how your wash prints *glow* after a *Tide* wash! The colors look so *crisp* and *fresh* . . . the fabric feels so *soft* . . . irons so *beautifully*, you'll say there's nothing like *Tide*! And there *isn't*! Get *Tide* today—and hang the *cleanest* wash in town on *your* line!



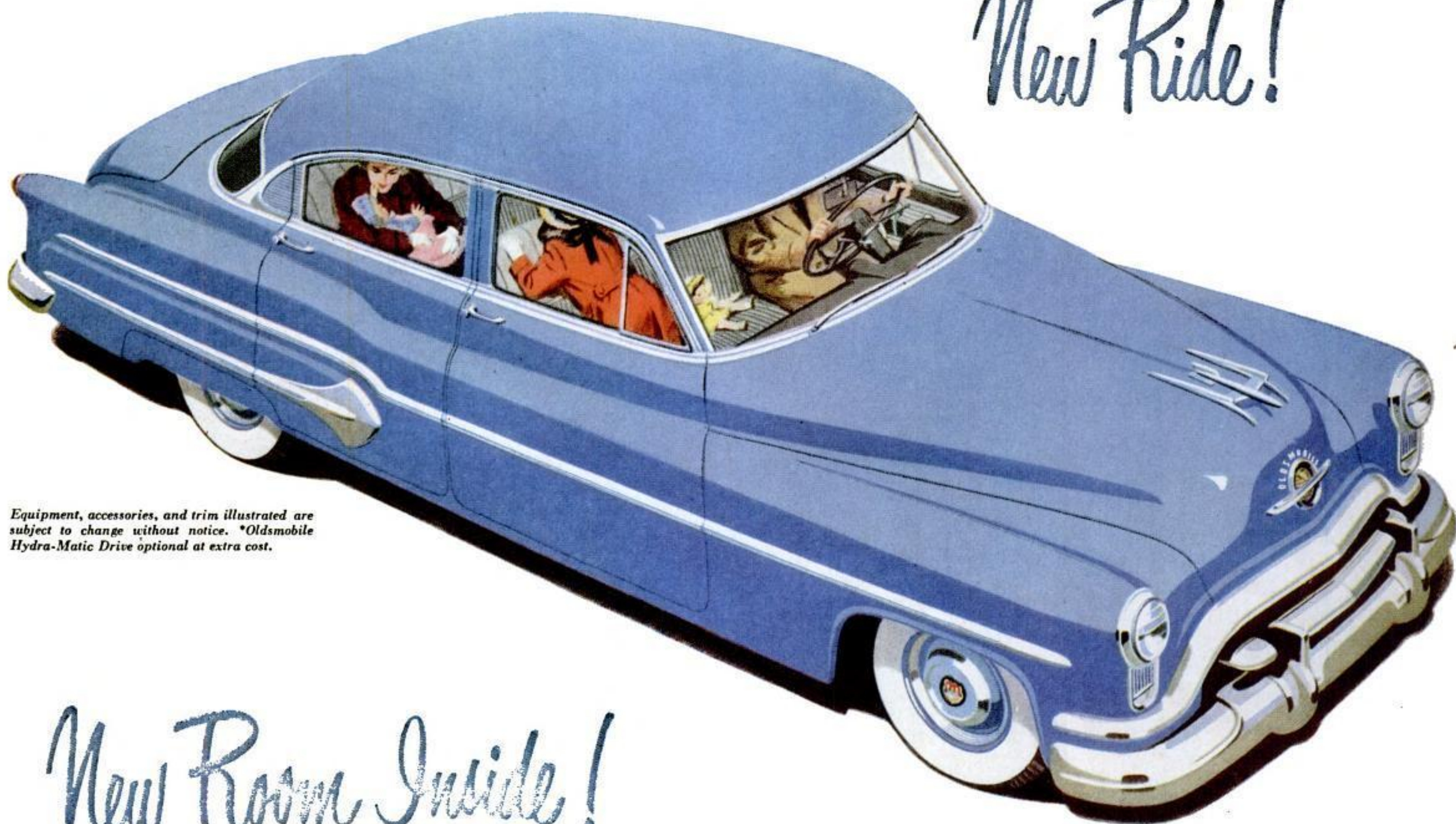
P.S. PREFER TO SKIP RINSING?

With *Tide* you can skip the rinsing, and save all that time and work. Just wash, wring out, hang up. *Tide* will give you the *cleanest* possible no-rinse wash!

New Style!



New Ride!




Equipment, accessories, and trim illustrated are subject to change without notice. *Oldsmobile Hydra-Matic Drive optional at extra cost.

New Room Inside!



Have you seen it? . . . the magnificent new Oldsmobile "98" Holiday Sedan! Smarter—smoother—more spacious than ever! Superb new beauty marks every flowing line; rugged new chassis for that road-hugging "Rocket Ride"; more room—more view—more comfort, too. All this plus the zooming power of the new gas-saving "Rocket" Engine—the superlative smoothness of new Oldsmobile Hydra-Matic*! It's new—gloriously new—and it's all yours to see *and drive* at your Oldsmobile dealer's!

"ROCKET" **98**  **OLDSMOBILE**

A GENERAL MOTORS VALUE

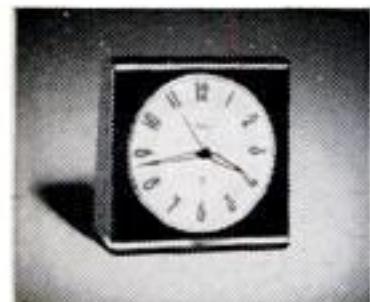
Big Ben

is a family man



BABY BEN ALARM. Popular little brother of Big Ben. He has a quiet tick and a steady call—which you may adjust to loud or soft. This handsome, dependable little fellow comes in plain or luminous dial.

BIG BEN LOUD ALARM. World's best-known alarm clock. He has a friendly, reassuring tick you can hear, and his deep, intermittent "fire-alarm" gong will wake the heaviest sleeper. Long famous for sturdy reliability. Comes in plain or luminous dial.



BIG BEN ELECTRIC ALARM. Pleasant bell alarm adjusts to loud or soft. Comes in plain or luminous dial.



BIG BEN CHIME ALARM. "First he whispers . . . then he shouts." Comes in plain or luminous dial.



POCKET BEN. Famous for rugged, truthful dependability and long life. Comes in plain or luminous dial.



WRIST BEN. Smartly-styled new watch, built for rugged use. Comes in plain or luminous dial.

BIG BEN

Keeps America On Time
WESTCLOX

Products of **GT** GENERAL TIME Corporation

LETTERS TO THE EDITORS

CONTINUED

WINTER IN MAINE

Sirs:

Photographer Kosti Ruohomaa is to be congratulated for his "Winter in Maine" (LIFE, Feb. 26). Never before have I seen photographs so expressive of the majestic solitude of a winter night in the country. Every one of these scenes, from the homely realism of the diner near Waldoboro to the glacial splendor of the Pemaquid Light, is a masterpiece of sensitivity.

BILL OYLER JR.

Northfield, Minn.

Sirs:

What a joy it was today to sit peacefully in my quiet home and enjoy those beautiful pictures of scenes taken in Maine. So many of them recalled my childhood days over half a century ago when, as a girl in my teens, I used to tramp with my friends through just such heavy snows.

VIRGINIA WATSON REEVE

Toms River, N.J.

Sirs:

I take exception to the remark about Maine's having four to eight feet of snow. The snow is practically gone now, except in the woods where the sun does not reach it. Tulips have broken through the ground in our flower garden. Temperature at 7:30 tonight is 34° above zero. Yesterday we heard a robin singing.

T. E. LEWIN

Augusta, Maine

Sirs:

I think you will be interested in the enclosed picture which appeared in the Waterville *Morning Sentinel*.



This is of course unusual weather for Maine, and most likely by the time you receive this these same fields will again be buried in snow.

VALDINE A. CHALMERS

Catskill, N.Y.

● Although Maine has had stretches of mild weather this winter, Portland has had 3 feet 9 inches of snow and the Weather Bureau expects snowfall to come up to average: eight feet of snow in northern counties by winter's end, four in rest.—ED.

ALBERT RYDER

Sirs:

Your photographs of the Ryder forgeries ("Nocturnal Genius," LIFE, Feb. 26) remind me of the times my father spoke of Mr. Ryder when I was a child. One evening when he was with Mr. Ryder, a young art student came in and showed the artist a small oil painting. "Mr. Ryder," he said, "I can get \$5 for that as it is, but if you sign it I can get \$25." Mr. Ryder looked at it for some minutes, then smiled. "But this is better than I can do!" he said and signed it.

HOPE ASPELL

New York, N.Y.

CONTINUED ON NEXT PAGE

"Soaping" dulls hair— Halo glorifies it!



Not a soap,
not a cream—
Halo cannot leave
dulling, dirt-catching
soap film!



Gives fragrant
"soft-water" lather
—needs no
special rinse!

Removes
embarrassing
dandruff from both
hair and scalp!



Halo leaves hair
soft, manageable—
shining with colorful
natural highlights!



Yes, "soaping" your hair with even finest liquid or oily cream shampoos leaves dulling, dirt-catching film. Halo, made with a new patented ingredient, contains no soap, no sticky oils.

Thus Halo glorifies your hair the very first time you use it.

Ask for Halo—America's favorite shampoo—at any drug or cosmetic counter!



Halo reveals the hidden beauty of your hair!

"Are these nest eggs, Mom?"



"No, Tommy. The nest egg you've heard Daddy talk about isn't a real egg. That's only a name for the money people save for emergencies."

"May the head of the family break into this conversation? . . . Jane dear, you know that nest egg idea is just what I was holding forth on yesterday."

"But, weren't you talking about life insurance?"

"Yes, I was—and life insurance is a nest egg because it provides income for emergencies. But my main point was that Mutual Life's INSURED INCOME planning does two jobs."

"What do you mean, two jobs?"

"Well, in the first place, Insured Income protects you and Tommy right now, no matter what might happen

to me. But if all goes well, it will provide a retirement income for you and me which will help us be comfortable in our later years."

"Covers everything, doesn't it? But can we afford it?"

"Sure, we can afford Insured Income—it's smart life insurance planning, designed for people like us."

* * *

Family men see the economy of The Mutual Life's Insured Income—complete life insurance planning that builds on whatever assets you already have, like Social Security and pension rights. So have a talk with a Mutual Life representative in your area—soon. If you'd like to know who he is, simply drop us a line.

LEARN WHAT THE New Expanded Social Security MEANS TO YOU!

SEND FOR FREE BOOKLET—containing specific, detailed information you wish to know about Social Security and how it teams with your life insurance. If you are 45 or under, you will be particularly interested in this booklet. Mail the coupon today. You'll also receive a handy envelope for keeping official records needed to collect benefits.



THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N.Y.

Yes, I would like your **FREE Social Security Booklet**—L-76.

NAME.....DATE OF BIRTH.....
HOME ADDRESS.....CITY.....
COUNTY.....STATE.....OCCUPATION.....

OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA

LETTERS TO THE EDITORS

CONTINUED

Sirs:

I have walked my feet off searching for the house in which Albert Ryder died. What is the address?

BEATRICE FREEDMAN
Elmhurst, L.I., N.Y.

• 91-03 50th Ave., Elmhurst.—ED.

PICTURE OF THE WEEK

Sirs:

After much experimentation and practice on that gymnastic skill (Picture of the Week, LIFE, Feb. 26) I pronounce it impossible to perform.

JAMES SCANDALIOS
New York, N.Y.

Sirs:

You know the Picture of the Week? The man picked up coins in his mouth, so they said he was drunk! I'm 12, Linda, my sister, is 13, my sister Susan who is 10, and even Marian who is only 4 can do, and we're not drunk! Anyway how could the 4-year-old sneak out and drink? I think the court is crazy!

JOAN HOWARD
Stockbridge, Mass.

Sirs:

Bob Metz, a fraternity brother of mine who never imbibes, accomplished the feat on the first try. Here is the



proof. No one else in Sigma Alpha Epsilon could come near doing it.

GEORGE E. BRUGGEMANN
Denison University
Granville, Ohio

RIO CARNIVAL

Sirs:

In "Life Goes to the Rio Carnival" (LIFE, Feb. 26) the skyline behind Leonora Amar is not that of Copacabana but of the Esplanada do Castelo in downtown Rio. What appears in the distance is a breakwater which encircles Guanabara Bay.

EDWIN J. LICHTWARDT
Detroit, Mich.

• LIFE was wrong.—ED.

CONTINUED ON PAGE 18

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No other laxative gives you ALL these advantages—



DELICIOUS CHOCOLATE TASTE



GENTLE ACTION



EASY TO TAKE



SPECIAL SCIENTIFIC TESTING

And no other laxative even comes close to Ex-Lax in popularity. It's the best-liked and biggest-selling laxative in all America... the favorite of young and old. Ex-Lax is 12¢, economy size 30¢.

When Nature 'forgets'... remember

EX-LAX

THE CHOCOLATED LAXATIVE

Don't Be FAT!

Take R.D.X. Tablets before meals to help you curb your appetite for unneeded foods. Between meals, R.D.X. Tablets help you stave off hunger that causes you to overindulge in fattening snacks. Reducing becomes more pleasant, a more enjoyable way of eating.

If your doctor has told you to take off weight, ask him about the wonderful new R.D.X. Tablets and Reducing Plan. R.D.X. Tablets contain no harmful drugs.

Let The Scales Show You. You don't want to lose weight, don't you? Then buy a package of R.D.X. at your drugstore today and follow the R.D.X. Reducing Plan. You lose weight or money-back.



MORRISON
STEEL PRODUCTS, INC.
661 AMHERST ST. • BUFFALO 7, N.Y.
WRITE FOR ADDRESS OF NEAREST MOR-SUN MERCHANDISER



THE FRENCH PROVINCIAL is your complete home-entertainment center with AM-FM radio, 3-speed record player and 20-inch Magnavox TV.

Magnavox... center of interest in America's smart homes

ON BEACON HILL or the Pacific Palisades...in thousands of smart homes where television has taken its place as America's greatest entertainment value...there you'll find Magnavox Big-Picture Television the center of well-deserved attention.



Magnavox the magnificent...choice of those who take pride in owning the best! Yes, Magnavox is unrivaled for the clarity of its pictures, for the sheer magnificence of its sound and for the heirloom quality of its authentic cabinetry. Your family deserves Magnavox Big-Picture Television...truly, a lasting investment in gracious living. In terms of

value, performance and beauty, Magnavox instruments are priced amazingly low. Only stores famous for outstanding service are selected to sell Magnavox.



They are listed in the radio sections of classified telephone directories. The Magnavox Out-of-this-world sound! Co., Fort Wayne 4, Indiana.

The French Provincial Radio-Phonograph

Here's how the instrument shown above looks before television is added. The exclusive Magnascope Big-Picture System can be installed in the upper record storage compartment at any time. If television is not yet available in your community, all the more reason to choose the radio-phonograph which lets you add television—the Magnavox!



Better sight, better sound, better buy...

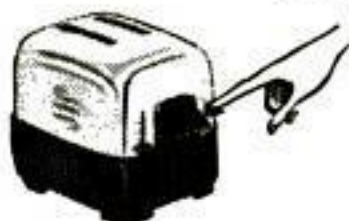
the magnificent
Magnavox
television - radio - phonograph



See the General Electric Automatic Toaster at your dealer's, \$22.95*

Wonderful! ...TOAST "POPS UP"
OR "STAYS DOWN" INSIDE!

Toast—when you want it!



If you're ready when your toast is . . . fine. This new General Electric Automatic Toaster will pop it up! If you're not—set the control knob, and a special built-in device will keep your toast down until you want it.

Toast—as you want it!



Again G. E. leaves it up to you. Have your toast *your* way . . . light, medium or dark. Just set the control knob and this G-E wonder does the rest . . . uniformly . . . from the first slice to the very last! And you'll get crisp, munchy toast every time!

A "snap" to clean!



The "Snap-in" Crumb Tray whisks in and out. No more turning upside down to empty crumbs! Cleans in a speedy 10 seconds! No trouble at all! General Electric Company, Bridgeport 2, Connecticut.

*Price and specifications subject to change without notice.

"Toast to Your Taste—Every Time"

GENERAL  ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Maybe I'm dreaming, but I'll bet Anna Held beat Leonora Amar to a frazzle in the same pose.

INGEGRD MARIA LINDEN
Denver, Colo.



ANNA HELD



LEONORA AMAR

NEW CLASSIC SUIT

Sirs:

You showed Miss Carnegie altering an inexpensive suit to improve its fit ("Elements of the New Classic Suit," LIFE, Feb. 26). If the model had stood sideways in Photograph 2, which shows the suit corrected, wrinkles in Photograph 1 would still have appeared, for the alterations would not have removed them. The generic error of cheap suits is that they are loose where they should be tight, and tight where they should be loose. Expensive suits have collars worked loosely at the back of the necks. Any forward pitch suggests the bump which most older persons develop between their shoulders. The fitter, therefore, should let out, not take in, a collar to disguise this progressive deterioration of the human figure. Having been honored last year with the Coty Fashion Award (LIFE, Oct. 23, 1950), I make this statement with the presumption that I know what I'm talking about.

CHARLES JAMES

New York, N.Y.

● Miss Carnegie, herself a winner of many awards, sticks by her guns. She insists bulge was eliminated by tightening the neckline and lowering the back.—ED.

**Year in and year out
you'll do well with the
HARTFORD**



**—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.**

See your Hartford agent
or insurance broker

**HARTFORD FIRE
INSURANCE COMPANY
HARTFORD ACCIDENT
AND INDEMNITY COMPANY
HARTFORD LIVE STOCK
INSURANCE COMPANY
HARTFORD 15, CONNECTICUT**

**SWITZERLAND'S BEST
DIRECT TO
YOU**



**\$1
down**

**RICHARD
100% Automatic**

**Winds itself as you breathe
SO PERFECT...
SO PRECISE...
SO HANDSOME...**

that nothing can do it justice but a
FREE TRIAL AT OUR EXPENSE

RICHARD WATCH, Inc., Long Branch 25, N. J.
I enclose \$— under full money back guarantee. Send me watch checked for 10-day free trial, 17 jewels automatic, waterproof, shock-resistant, antimagnetic, de luxe dial with raised numerals and luminous dots. With insurance against theft and loss and full service guarantee. Fed. Tax included.

☐ **STAINLESS STEEL \$50 or \$1 down and 11 monthly installments of \$5**
☐ **18Kt. ROLLED GOLD \$55 or \$1 down and 12 monthly installments of \$5**

☐ **Man's model** ☐ **Lady's model**
In 10 days I will send you the cash price or start monthly payments of \$5 — Or I will return watch to you by registered mail and in perfect condition.

Name _____
Address _____
City _____ State _____
Employer's address _____
Signature _____

PRICED AS LOW AS IN SWITZERLAND

First NEW KIND of Girdle in 11 Years!



IT'S YEARS AHEAD of any other girdle! And that's because the new Playtex Fab-Lined Girdle has *all* the famous Playtex figure-slimming power and freedom of action plus—*fabric next to your skin*. So cool, so comfortable! And like all Playtex Girdles, it washes in seconds, dries in a flash.

New Playtex® **FAB-LINED** Girdle

FABRIC NEXT TO YOUR SKIN

"It gives you a slender new figure in new comfort!"
say top Parisian designers like **MARCEL ROCHAS**



TOP PARIS DESIGNER Marcel Rochas shows his new sketches, says: "The new figure is slender, natural, with soft curves, a lithe, long look. And, what's even more important, it's a figure *every* woman can have with a Playtex Girdle."



"MY MANNEQUINS LOVE the comfort of the Playtex Fab-Lined Girdle, *I'm* enthusiastic over the figure it gives. Yes," says Rochas, "no girdle does as much for you as a Playtex. It hasn't a seam, stitch or bone—fits invisibly under the sleekest dress." At department stores and better specialty shops everywhere.

ON CBS-TV
Nationwide Network
PLAYTEX PRESENTS



Top afternoon entertainment
(See local papers for time and channel)



Choose from the 3 most popular
Girdles in the world



PLAYTEX FAB-LINED GIRDLE

with fabric next to your skin. You'll look slim and feel wonderfully comfortable. In **SLIM** gold-tube **\$5.95 and \$6.95**



PLAYTEX PINK-ICE GIRDLE

made by a new latex process. Light as a snowflake, fresh as a daisy, dispels body heat. **SLIM**, shimmering pink tube . . . **\$4.95 and \$5.95**



PLAYTEX LIVING® GIRDLE

more figure-control, greater freedom of action than girdles costing over three times as much. In **SLIM** silvery tube . . . **\$3.95 and \$4.95**

Sizes: extra-small, small, medium, large.
Extra-large size slightly higher.

©1951 INTERNATIONAL LATEX CORPORATION, Playtex Park, Dover, Del. **PLAYTEX LTD., Montreal, Canada**

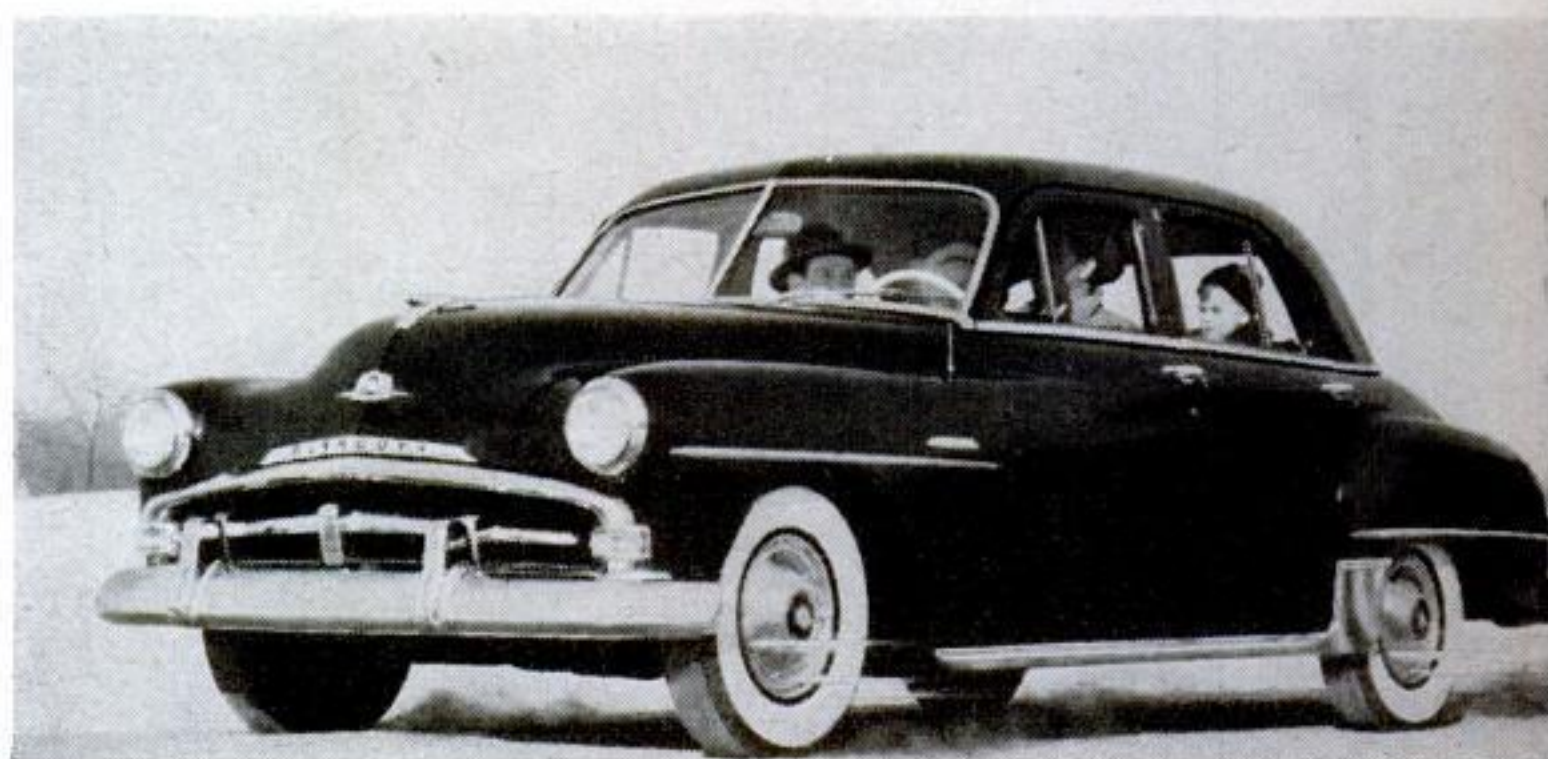
All prices slightly higher in Canada and Foreign Countries



ALL CARS ride well on a level street. The place to compare the ride is on a rough stretch like this. In this year's new Plymouth, we are introducing a new use of hydraulic principles to provide better roadability. New Oriflow



COMPARE styling and how it affects your comfort and vision. One good place to check roominess is in a rear corner, where certain designs crowd your head and shoulders. The new Plymouth has achieved its new flowing lines without sacrificing roominess anywhere. And all-around vision has been increased, with a wider rear window and narrower front corner posts.



START OUT and we are confident that you'll like the smooth, lively get-away of a Plymouth. At cruising speeds, too, when you need acceleration, you get quick, unfailing response from the high compression engine. We also think you'll like the Plymouth gearshift, not only for quietness and ease, but for positive action and a feeling that you have *full control*.

Things to compare when you look at this year's crop of new cars

You can't pick up one of the new 1951 cars and thump it, as you do a melon, but there are a lot of things you can do in order to select the best value. Here we suggest a few points to compare, illustrated with new features of the new Plymouth. But for a careful shopper, this is only the beginning. We hope you'll compare *all* features, of all the low-priced cars, then add up the score and see which one gives you most for the money.



ASK THE LADY of the house to compare the upholstery. She knows quality here. And it is a good indication of over-all value. The new Plymouth welcomes this careful inspection, both as to quality of materials and details of workmanship. And we believe you'll discover an excellence of color schemes that's unusual in the low-priced field, with upholstery, trim, and exteriors harmonizing perfectly.



shock absorbers, combined with balanced springing and other engineering factors, enable the new Plymouth to sail smoothly over even the roughest roads. The result is a safer ride. You drive tension-free. You don't have to

worry about sudden dips in the road ahead. You know that your passengers will not be bounced. Your car is easy to control under any and all conditions. We call this important engineering advancement "Safety-Flow Ride."



GET IN FRONT and compare the controls for convenience. When you see the new Plymouth, we'd like you to try the new hand brake, which is very easy to pull and release. Also, turn on the windshield wipers. They're now electric, which means more constant action than the vacuum type. We hope you'll like the Plymouth instrument panel, too. It's been completely restyled.



START THE ENGINE, on a cold car if possible, and note the speed and smoothness of the warm-up. We believe you'll find that Plymouth has a big edge here. In addition to the manifold heat control and the automatic choke, we have an improved thermostatic control in the radiator. On even the coldest day your Plymouth will be ready to go in a jiffy.



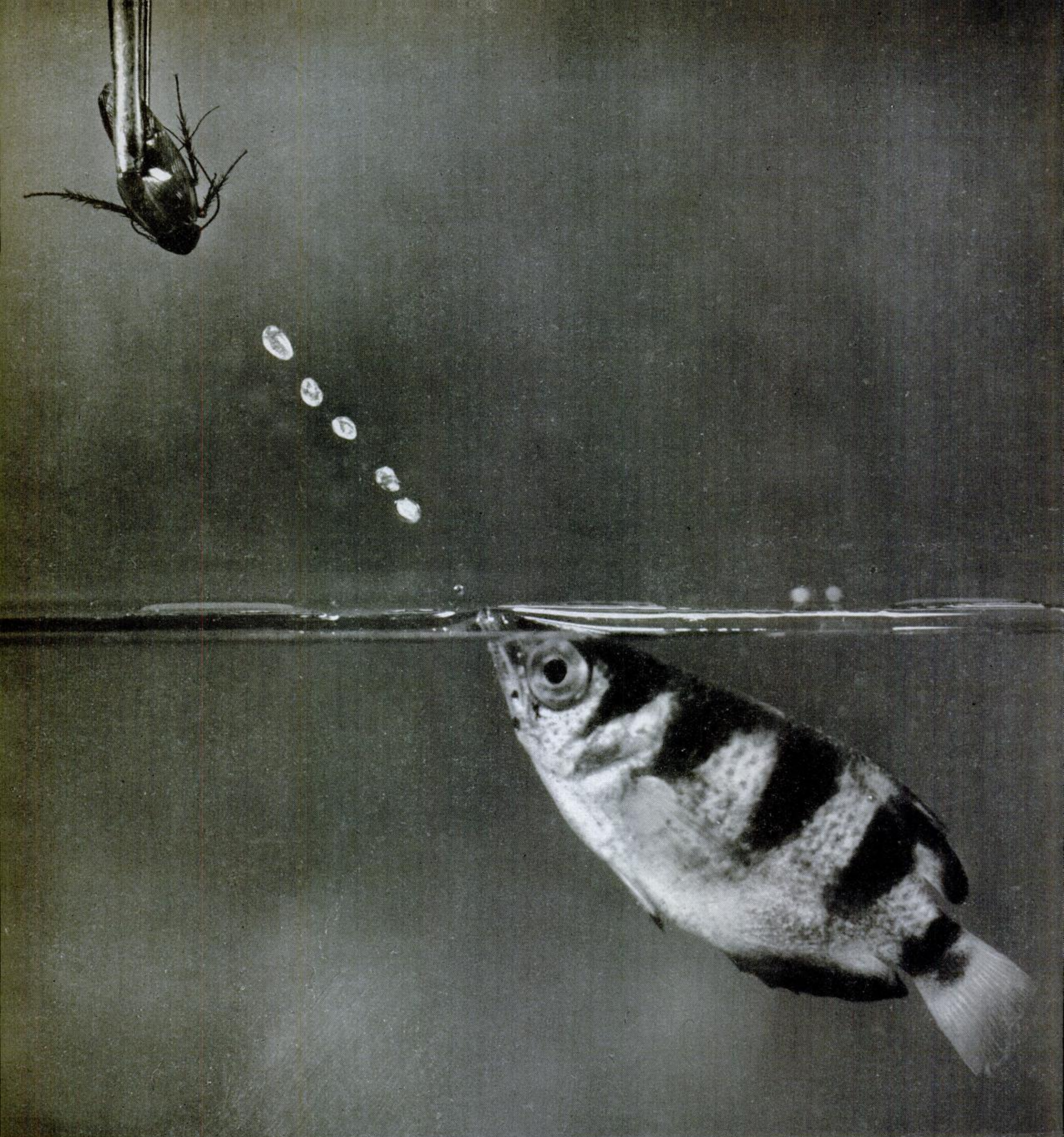
ASK WHAT'S NEW under the hood, and have the dealer explain engine features. In Plymouth you'll find, among other things, a new radiator pressure cap; it increases cooling capacity and also helps to keep the water or anti-freeze from boiling away. New by-pass thermostat system on all models provides quick warm-up with complete protection for the engine.

Your Plymouth dealer would like to tell you more. Here we have discussed — for the most part — only *new* features. Remember that Plymouth also offers you many advantages that were formerly, and still are, exclusive among the leading low-priced cars — such as Safety-Rim Wheels that protect in case of a blowout. Safe-Guard Hydraulic Brakes with two extra cylinders in the front wheels for more predictable control, and many other advances. Make arrangements with your Plymouth dealer for a demonstration. Then compare what Plymouth offers with what is offered by any other car selling at anything like the same price.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

Plymouth



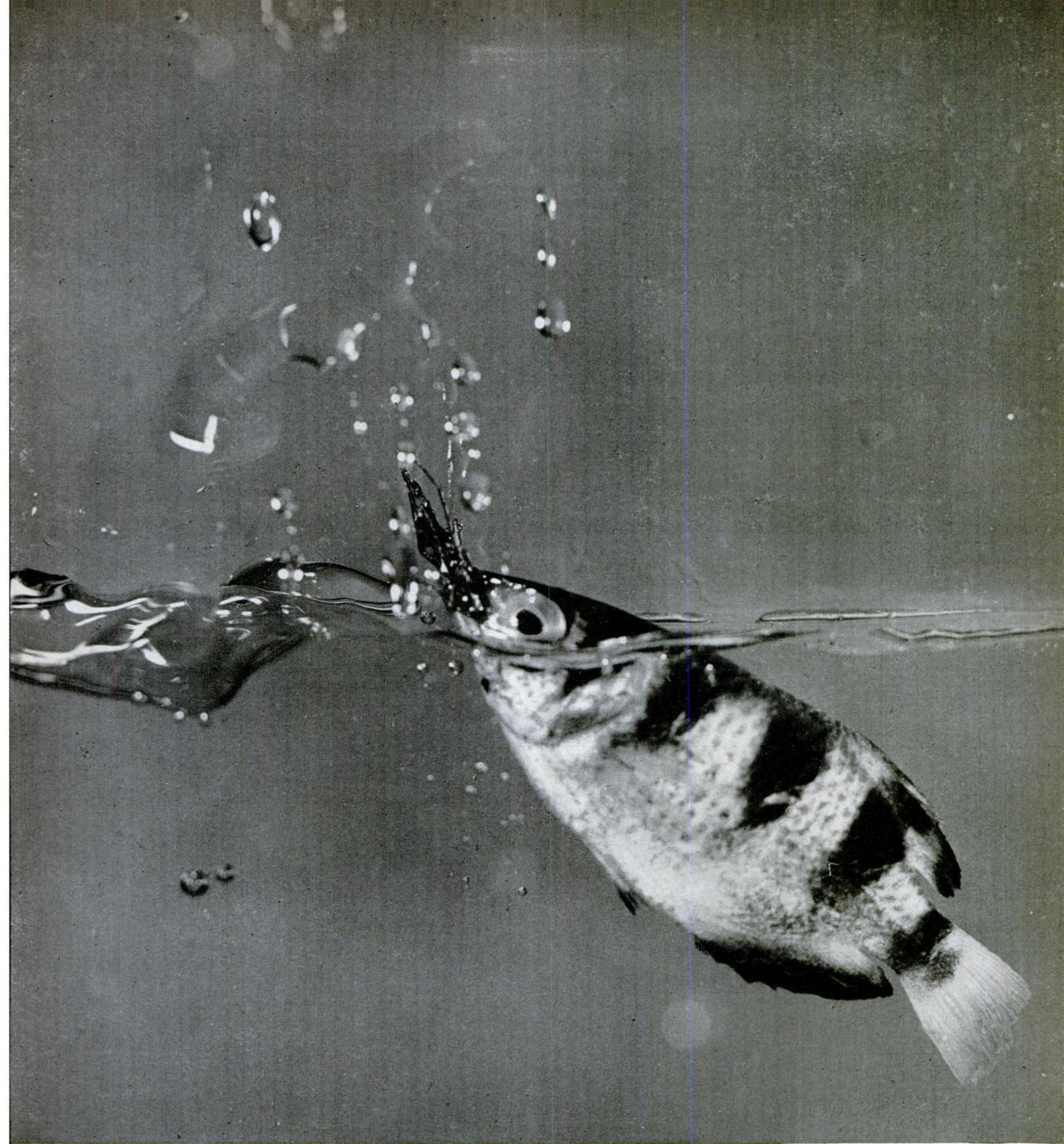


LIKE BULLETS FROM A MACHINE GUN, DROPS OF SPIT FLY OUT OF ARCHERFISH'S MOUTH TOWARD COCKROACH HELD IN TWEEZERS

SPEAKING OF PICTURES . . .

. . . Archerfish gets its food by spitting prey down

The fish in the picture above is doing what, for him anyway, is as natural as swimming; *i.e.*, spitting at a cockroach. It isn't that the archerfish (*Toxotes*) dislikes cockroaches; spitting just happens to be the way he hunts his prey. This particular fish is the property of Photographer Lilo Hess, who imported him from his native waters near Singapore a year ago. At first he was a shy little fellow who wouldn't spit at his worst enemy, and his food had to be dropped

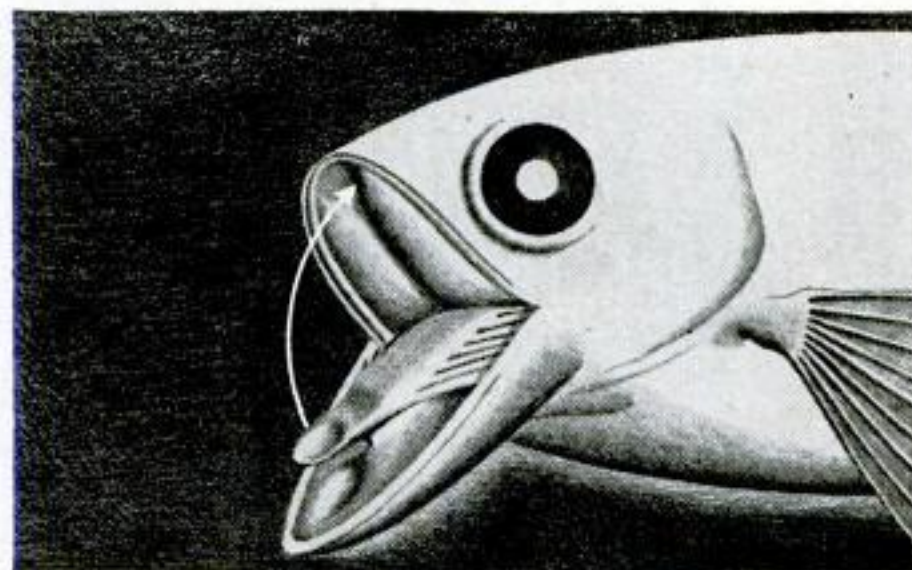


THOROUGHLY SOAKED COCKROACH FALLS INTO ARCHERFISH'S MOUTH. ARCHER ABOVE NEVER MISSES, EVEN WITH MOVING TARGET

into the bowl before he'd touch it. In six months' time he hazarded a few shots at bugs dangled over the surface of the water, and shortly after that, whenever he got hungry, he was expectorating accurately and often.

The archerfish's spitting apparatus is quite simple (drawing, *right*). Along the roof of his mouth is a groove. Whenever he wants to spit he places his tongue on the groove (arrow), thereby making a narrow tube. Then, by squeezing

his gill covers, he forces drops of water through the tube and out his mouth. His targets, usually insects, flop into the water when his ammunition soaks their wings. Spitting fish have been known to hit prey from a distance of 12 feet, and one naturalist, speaking of a Siamese friend who built his veranda over water, says, "On two occasions when my friend sat on his veranda smoking, his attention was attracted by well-directed shots which extinguished his cigaret."



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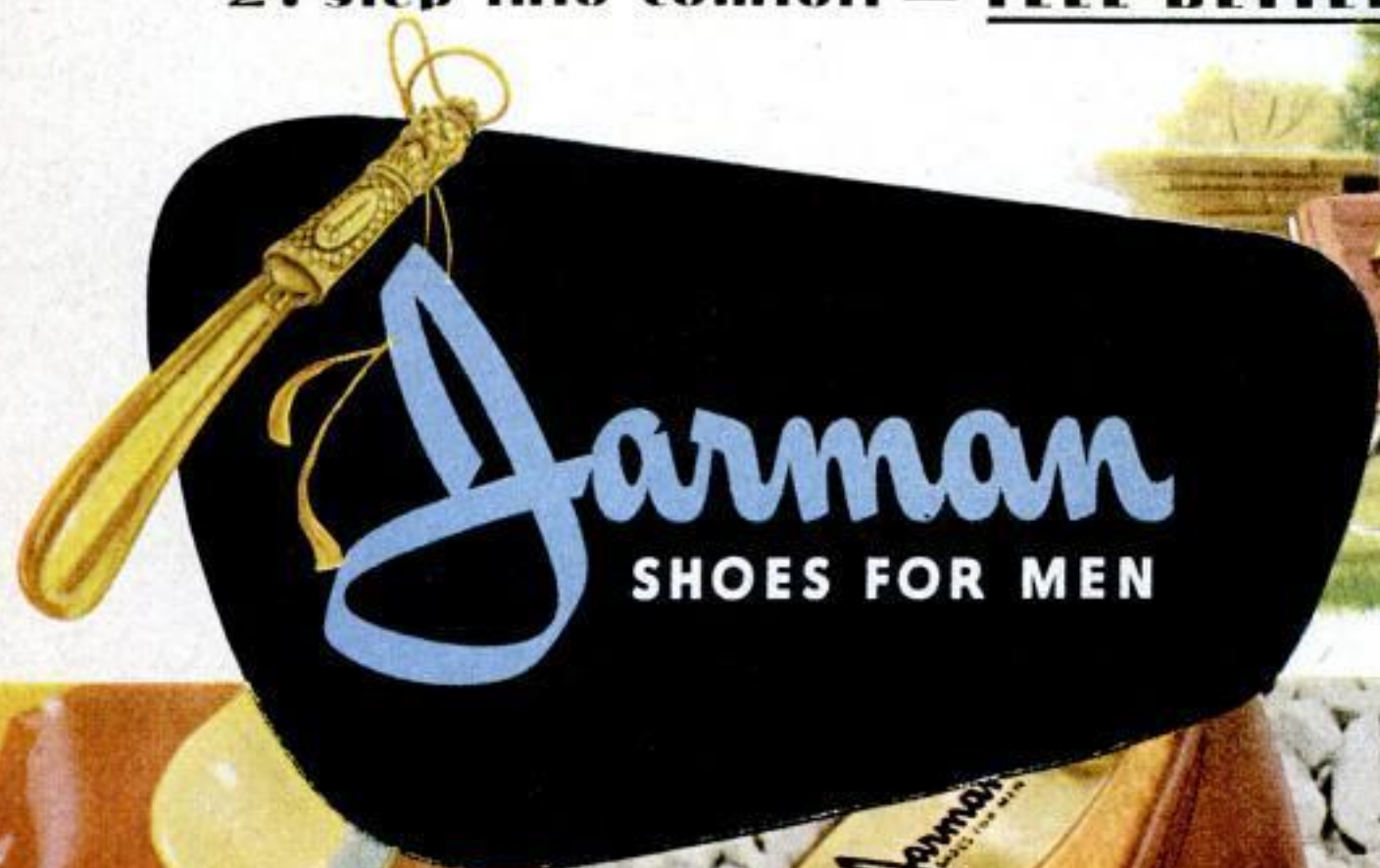
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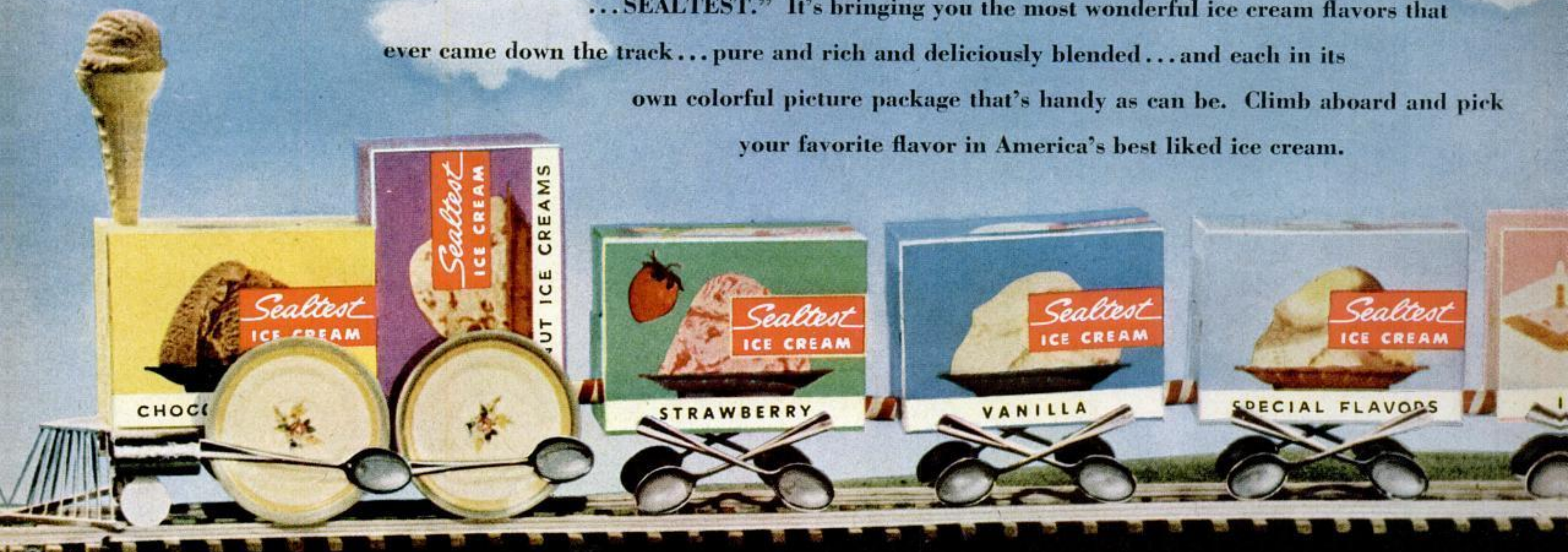
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LIFE'S REPORTS



DUNHAM AND SECRETARY, FLORENCE SMOOT, GO INTO SENATE BUILDING

HOW TO WIN "FRIENDS"

RFC director tells on White House cronies

WASHINGTON, D.C. It came as a happy surprise to Walter Lee Dunham three years ago when he heard that Washington was considering him as a director of the Reconstruction Finance Corporation. Why pick him? He had been president of a bank, but there were plenty of Detroit businessmen more prominent than he. Besides, he was a Republican. Walter Dunham was gratified.

Last week a wiser, great deal sadder Walter Dunham sat before J. William Fulbright's Senate Banking Subcommittee and explained why he should never have left Detroit. He was 69 and his heart was so weak that he could not appear before an open session but the transcript of his testimony was released by the subcommittee. It unfolded as disturbing a tale of lucrative conniving as has come out of Washington since the days of Harding.

As soon as Dunham was nominated he moved right down to Washington. But he was still a little awed by it all, and he did not even go into the RFC building until the Senate had confirmed him. However there were those who made him feel right at home. Donald Dawson, a White House aide, only laughed politely when Dunham mistakenly called him "Dickson" and took him out for lunch. The situation was delicately explained: although Dunham was a Republican, he would be expected to "work in harmony with the Democratic party." Dunham, as he admitted sadly last week, did just that: "Indeed I did. . . ." Dunham was, as he admitted, "naive"; but as he also said, he was "not dumb." He was beginning to guess that being an RFC director was more complicated than being a Detroit banker. But he caught on. Immediately he had to choose whether to play along with then RFC Chairman Harley Hise or Dawson. He chose Dawson. And when Dawson suggested that all important RFC personnel get "White House" (i.e., Dawson) clearance, Dunham agreed.



DAWSON

It was not long before you could walk into the Statler's Colony Room almost any Friday at lunchtime and see a happy little "social group" around one of the round tables. RFC Director William Willett was there; so was Dawson; and Merl Young, a pleasant, glib young fellow who, rumors went, was "related to the President"; and so was Walter Dunham. Sometimes they were joined by two out-of-towners: Rex Jacobs, a Detroit industrialist who popped up every now and then in RFC transactions; and James O. Windham, who worked for Jacobs. The subcommittee quite understandably was interested last week in what was discussed at these lunches. Senator Fulbright asked, "... You did not talk about flowers or about yachts, did you?"

DUNHAM. We might have.

SENATOR FULBRIGHT. Did you have an interest in flowers?

SENATOR DOUGLAS. And how bees pollinate flowers?

SENATOR FULBRIGHT. Do you know anything about flowers?

DUNHAM. No.

If Dunham was still too naive to realize that in Washington even

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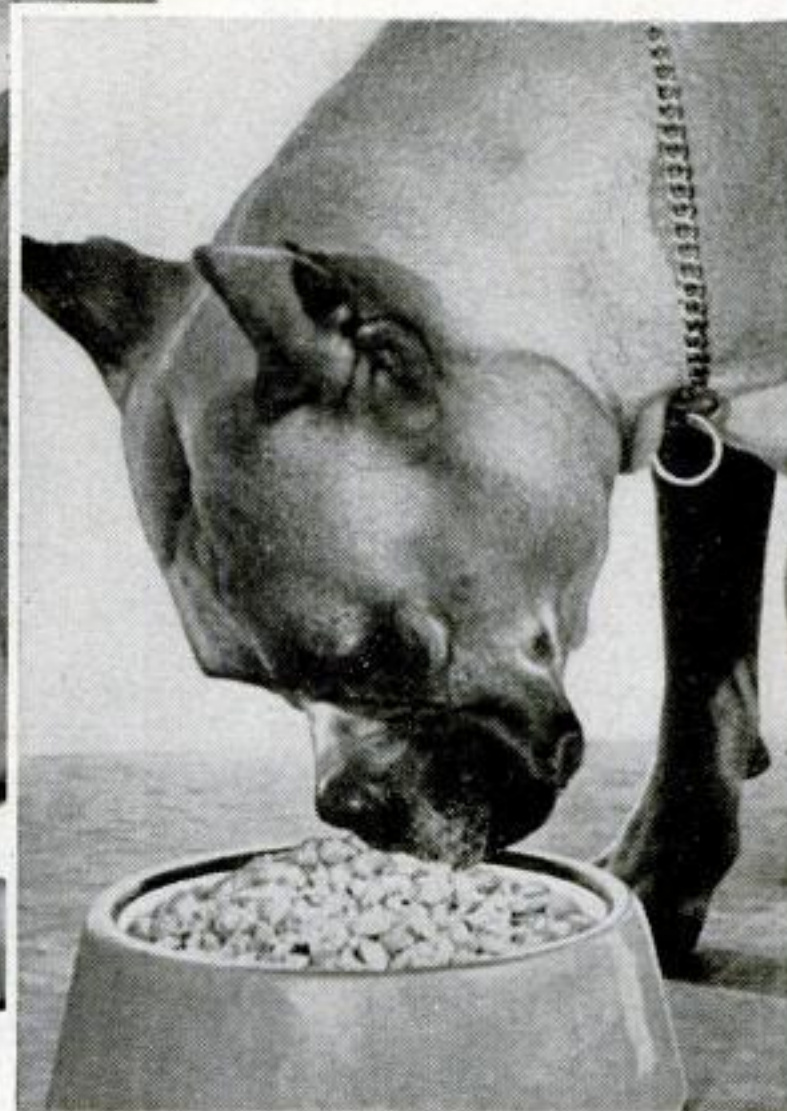
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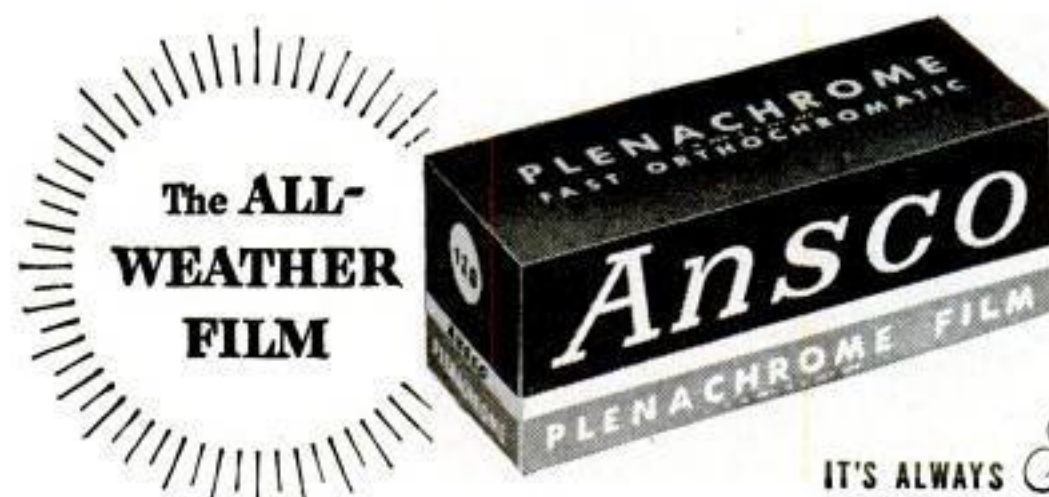
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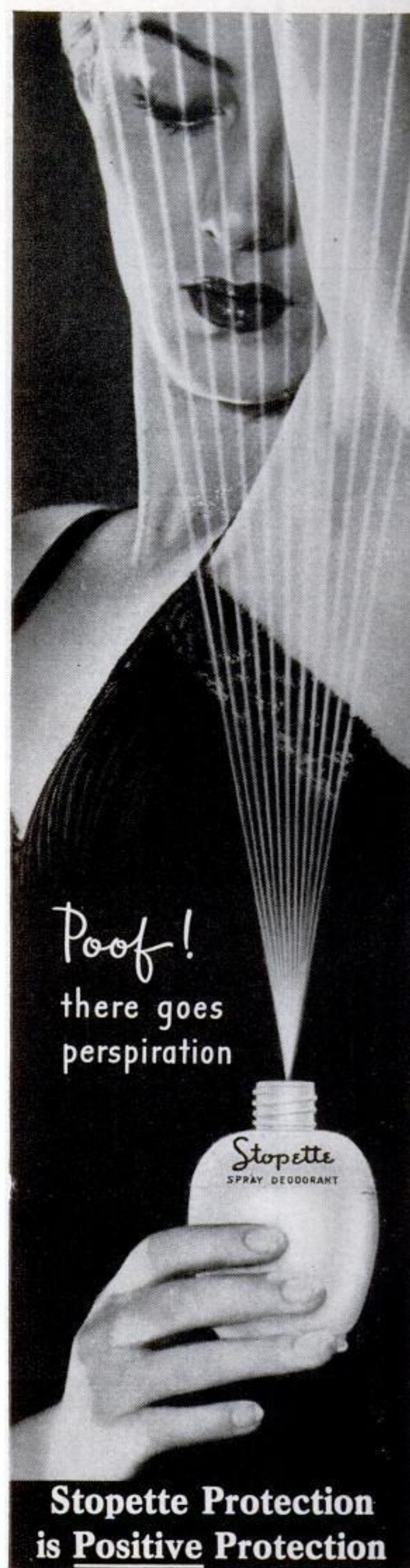


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LIFE'S REPORTS CONTINUED

friendly luncheon gatherings are business conferences, he was not long in being disabused of the notion. Soon he was hearing from one of his new friends, Bill Boyle, Democratic National Committee chairman. Bill had some good people looking for jobs—in case directorships became vacant on any boards of companies borrowing from RFC. Then came calls from Boyle's assistant; so-and-so wanted a loan. Dunham saw that he got "serious and expeditious attention." Only once did President Truman's name get mentioned by the people who started swarming around looking for loans: John Steelman called one day, saying that "the President had requested him" to find out about a loan to a company that planned to build a garage under Boston Common. (The loan was approved.) But Dunham found that there was a fantastic array of cronies in and around the White House who were very interested in all those RFC millions, especially for deserving Democrats. And their "entree" to the White House, as Dunham constantly called it, still awed him. It began to occur to him that the system could work both ways, too. Once he had lunch with Dawson to try to get a government job for his Detroit lawyer (in vain); on another occasion he called Dawson to get some matchbooks labeled SWIPED FROM HARRY S. TRUMAN. The most striking example came when Dunham discovered that a thorough cleaning out of the Lustron prefabricated house company was needed to get back some of the RFC's \$37,500,000 loan. Lustron's president Carl Strandlund pointedly informed Dunham that any such cleanup would involve firing Merl Young, then receiving \$18,000 a year from Lustron without even leaving Washington. The White House (there it was again) wouldn't like that a bit. Dunham carefully checked the White House first to make sure nobody over there would mind. With it put to them that way, of course, nobody did.

So it went—the ever-growing group of friends lunching together every Friday at the Colony Room ("That's a place I've carefully avoided for some months," Dunham says now), the same group turning up in connection with all kinds of RFC loans. Dunham may have been too naive to realize how intricate the intrigues among these friends had become, but he was not so naive as to accept a nice invitation to the Florida avocado ranch of his old friend Rex Jacobs, the Detroit industrialist. It quickly developed, Dunham testified last week, that the "party" was held



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LIFE'S REPORTS CONTINUED

to try to hand over Lustron to Jacobs—with RFC help, of course. This, said Dunham, was finally too much for him. "As I look back," he testified, "I feel that my changed feeling was reflected in my attitude towards Messrs. Jacobs, Young *et al.*"

But it was too late now. Senator Fulbright's subcommittee charged favoritism on the part of the directors. The directors and the White House coterie sat tight. But Truman damned the Fulbright report as "asinine." The bubbling pot thereupon boiled over. Dunham left his formal resignation with his secretary, Mrs. Florence Smoot and retired to Florida to get out of the line of fire.

But he found that he was right in it no matter how far he went. A businessman testified that Joseph Rosenbaum had announced that he had both Dunham and Willett "in his hip pocket" (a charge that he promptly denied). The blow really fell, Dunham testified, when RFC Vice Chairman C. Edward



ROWE

Rowe called Dunham in Florida. Rowe, a former police magistrate in Athol, Mass. and one of the three Democratic directors, had an idea: if Dunham would add a couple of paragraphs to his resignation, implying that he took most of the blame, maybe "that will straighten out the whole matter." To save time Rowe prepared the insertion and sent it over to Mrs. Smoot to be included in the letter of resignation. Dunham quickly called Mrs. Smoot and stopped the letter. It was obviously time to get back to Washington. Last week, armed with a "diary" Mrs. Smoot had kept of all his RFC transactions, Dunham unfolded his story. Tired, upset—and wary—he did not make a completely convincing witness. But at one point he was completely frank—and compelling. "I guess," he said, "somebody took me in."

Despite his protestations of innocence and of having been "used" by a "clique" of Washington influence-peddlers, Walter Dunham threw more light on the hitherto murky intrigues of the friends around Truman than had John Maragon or General Harry Vaughan. Possibly the most important line in his entire testimony was this one: "My impression," he said, "was that the group was solely interested in the welfare of the Truman administration, and that any RFC interest they had was along that line."

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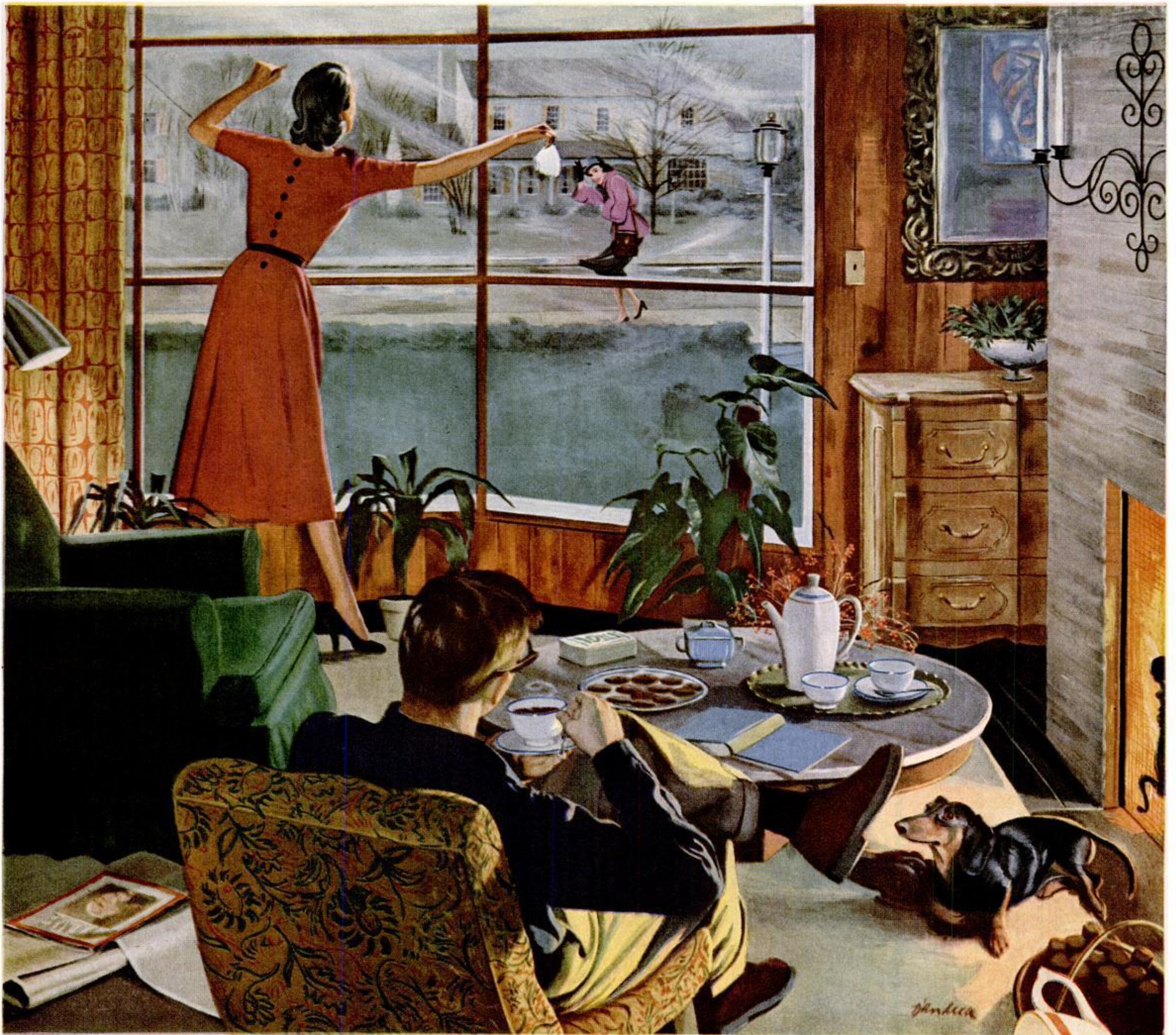
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LIFE'S COVER

The couple on this week's cover are Ensign Ralph ("Mick") Sluis and his pert blond wife, Seaman Betty Sluis, who, despite their difference in rank (pp. 149-152), met and wed at Naval Air Station in Jacksonville, Fla. Betty, 24, comes from Laconia, N.H., where she worked for a ski company. She joined the Navy two years ago, is in for the duration of the emergency. Mick, 21, was born in Chicago, came to the Navy from Wisconsin's Central State Teachers' College. Instructions printed on his Mae West jacket indicate a light to be used if downed at night and a mouth tube with which to inflate the jacket if his carbon dioxide bottle fails.

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30—A.P.
34—DRAWING BY BILL MAULDIN
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36, 37—LT. WAYNE MILLER—HANK WALKER, WAYNE MILLER—DAVID DOUGLAS DUNCAN, WAYNE MILLER; CEN. WAYNE MILLER; RT. WAYNE MILLER
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80—M-G-M EXC. BOT. ALFRED EISENSTAEDT FROM PIX
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THE EDITORS OF **LIFE** PROUDLY ANNOUNCE

"The War America Fought"



THE PERSONAL STORY OF GENERAL OF THE ARMY **OMAR N. BRADLEY**

ILLUSTRATED BY BILL MAULDIN

BEGINNING IN THE ISSUE OF APRIL 9

From Dec. 7, 1941 until Aug. 15, 1945 the U.S. fought—and, with the aid of its Allies, won—the most terrible war in history. The war was fought in many theaters and under many leaders, but the greatest clashes of land forces occurred in Europe. The commander of these U.S. armies in the field was a mild-appearing, soft-spoken, intensely human Missourian named Omar Nelson Bradley. An unknown lieutenant colonel in 1941, Omar Bradley rose to the rank of full general in the crucible of combat. He enjoyed the complete confidence of the Allied Supreme Commander, Dwight D. Eisenhower, and he won the admiration and the affection of the men who fought under him. They called him "the GIs' general."

Now General of the Army Omar N. Bradley, chairman of the Joint Chiefs of Staff, has written his own account of *The War America Fought*. In four installments, beginning April 9, LIFE is privileged to present one of the frankest memoirs of modern times. From the moment he arrived overseas to be General Eisenhower's "eyes and ears" in the battle for North Africa, to the final victory of the Allied forces in the ruins of the Reich, Omar Bradley was busy observing, assessing and appraising. Four years ago, while administering veterans' affairs and while the events were still fresh in his mind, he dictated the material which later served as the basis for the story. The result is a vivid

and endlessly fascinating report by a man who not only saw everything but possessed the sensitivity to interpret what he saw and the courage to state his judgments forthrightly.

To illustrate the story of "the GIs' general," LIFE has commissioned the GIs' own satirist, Bill Mauldin. It is a happy collaboration. Mauldin admires Bradley and shares most of his opinions of "other brass." His drawings have the same alert fidelity, the same uncompromising honesty and the same grim humor as his wartime depictions of Willie and Joe.

It is safe to say that no future biographer of World War II personalities will be able to operate without reference to the Bradley memoirs. From the general's pages emerge sharply etched portraits of Winston Churchill, rough-and-ready General Patton, tidy Field Marshal Montgomery of Alamein, General Eisenhower, General Marshall, General Terry Allen and a host of others. LIFE readers will become acquainted, as never before, with these men who have led them and the men who lead them today. Never malicious, never vindictive, General Bradley nonetheless reports the bad with the good in a series of well-considered judgments. And, in a characteristically modest way, he provides an illuminating self-portrait of the man who, in 1951, holds one of the most important military positions in the free world.



IN KOREA, HALE (RIGHT) LUGS HIS RIFLE PAST A RED CORPSE. IN SAN FRANCISCO HE CARRIES HIS VALISE ON WAY TO HIS FIRST LIBERTY IN SEVEN MONTHS

MARINES COME HOME FROM THE FRONT

PHOTOGRAPHED FOR LIFE BY WAYNE MILLER

One burning September day in Korea, during the fighting along the Naktong River, Cpl. Robert R. Hale, of B Company, 5th Marine Regiment, led his men up the razorbacks and over the bodies of North Koreans that lay in the brittle field grass. Later that day, after LIFE Photographer David Duncan had taken his picture (upper left), Hale was shot in the hand. Then, in the attack on Seoul, he was hit again by a bullet and a searing fragment. Last week, on a gray Naval transport, Hale came into San Francisco harbor along with 1,166 other Marines from Korea. He was a sergeant now and recovered

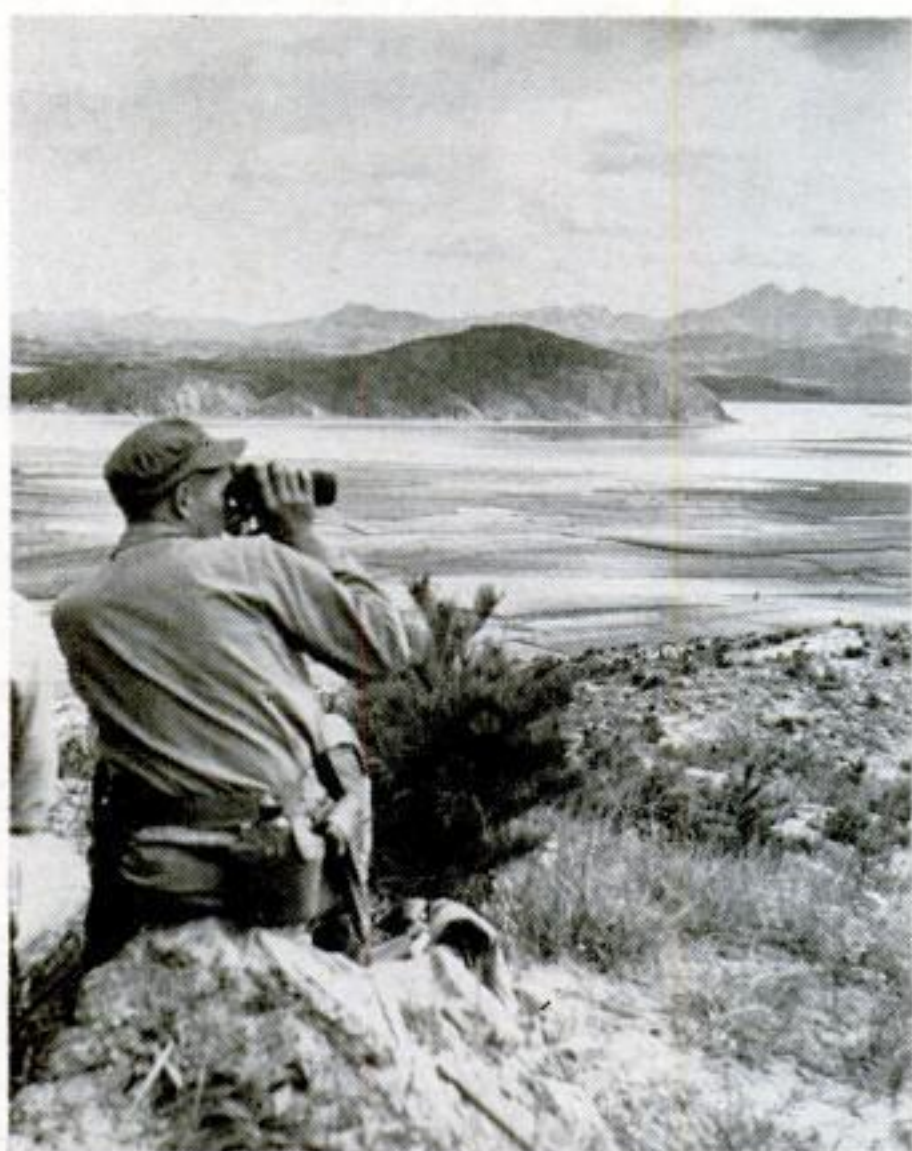
from his wounds. But at the Changjin Reservoir, where his nose ran from the cold, the mustache he had cherished all through Korea had frozen. So when it thawed he had shaved it off.

Like Sergeant Hale, many Marines aboard the transport were back because they had been wounded twice. But 690 of them were the first troops to return under the new Marine rotation plan which will bring veterans of Korea home for leaves and then assign most of them to training cadres. The Marines were neither bored nor excited by the welcoming ceremonies arranged for them—the Marine band, the speeches from

officials who stood near a World War II sign of welcome painted on the dock shed, the motorcade through the city streets. Only a few of them waved at the girls from the cars, and even on liberty that night, prowling through the night-spots, they were on their reserved behavior. It was only during those first precious moments at the foot of the gangplank on the dock that the emotions of the returning Marines came to the surface. Met by friends and relatives, they dropped their seabags and were suddenly swept up in the wonderful feeling of relief and utter joy at being home and in the arms of their people.



ON THE PIER RELATIVES LOOK UP AT THE GANGPLANK, SMILING, STARING, CONTROLLING THEIR TEARS



SGT. OKEY DOUGLAS, leader of an antitank section, was photographed in Korea by Hank Walker as he observed the activities of enemy tanks across the



Han River from his O.P. On liberty in San Francisco the night of his return, he observes the rippling performance of a tap-and-stripper named Sherry.



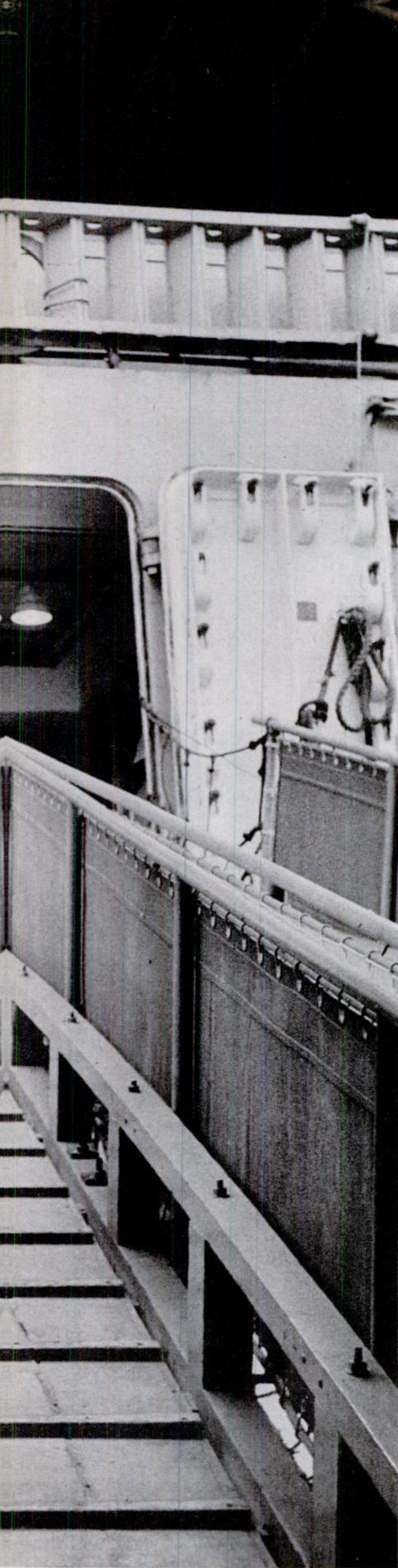
CPL. THOMAS HALL was photographed during first action of Marines in Korea standing in a machine gun emplacement near Chindong with his foot



on ammunition boxes. In San Francisco at a nightclub, Hall, now a sergeant, stands at the bar, talking to an impromptu companion, with his foot on the rail.



MOTHER OF A DEAD MARINE, Mrs. Bertha Leneve, sadly walks down gangplank from ship after she had searched long and in vain among returning



Marines for friends of her son who might give her the details of his death in Korea. A 21-year-old Pfc., Edward Leneve was killed near Changjin Reservoir.



NONE OF THE EMOTION OF THE CROWD ON DOCK IS REFLECTED IN FACES OF MARINES ON THE SHIP



FATHER OF A NEW BABY, 1st Lieut. Francis Donohoe, who already has three sons, sees his six-month-old daughter Mary Ellen for the first time. At

first he was speechless, only staring at his child and cradling her in his arms. Then he began to murmur to himself over and over again, "She's wonderful."

AS IN EVERY WAR IN EVERY AGE, A FIGHTER COMES BACK TO HIS GIRL



ANXIOUSLY EUNICE WHITTEAR (LEFT) WAITS FOR HER FIANCE TO COME OFF THE SHIP. FAILING TO SEE HIM, SHE CLIMBS OVER FENCE FOR A BETTER VIEW



STILL SHE DOES NOT SEE HIM. SHE GROWS MORE ANXIOUS, BEGINS TO SNIFFLE. THEN, AS HE WALKS DOWN THE GANGPLANK, SHE SUDDENLY SPIES HIM



THROUGH THE SWIRLING CROWD SHE RUSHES TO HIM AND IN A MOMENT FOR WHICH SHE HAS WAITED MONTHS, SHE IS IN THE ARMS OF SGT. IRVING STONE

WAITING OVER, THE TWO STAND AWKWARDLY AND HAPPILY →



"WHO, ME?"

SKIRL OR BE SKIRLED

This is fair warning to all parents. U.S. toy counters are about to be invaded by a device more devilish than the thumbscrew, more devastating than the gamma ray. It's a plastic model of the bagpipe. If you've been lucky enough never to have heard this so-called musical instrument, just draw your thumbnail across a blackboard. That will give you a fair idea of what to expect. You want a complete mental breakdown? Buy Junior a bagpipe.

Nero is said to have played one. He could have been skirling when he was supposed to be fiddling. In any case look what happened to Rome—and take heed. Even its warmest friends admit that the bagpipe has never been housebroken. No town, one observer says, is big enough to hold both its reputable citizens and a bagpipe.

The genuine article still costs \$150 and up, safely beyond the reach of most adults or tots. But now we're to have thousands of them. An enterprising mouth-organ maker is turning out a genuine facsimile for \$5.95. What's worse, he guarantees that anyone can learn to play it in ten minutes. And don't kid yourself that a bagpipe can be isolated like a germ. Let one into your house, and soon you'll be surrounded by a battalion of pipers. So look to your noise-abatement laws. Organize vigilantes if you must. But don't say we didn't warn you.

CALLING ALL HERMITS!

Refugees by the thousands have been pouring into Western Europe from the Soviet Union and the satellite countries. Yet most of these potential allies are barred by law from ever entering the U.S. Under the sweeping terms of the McCarran Internal Security Act, the long-standing immigration ban against Communist party members has been broadened immeasurably. Thus anyone who has ever served in the armed forces of a Communist-dominated nation or has belonged to a state-dominated organization is automatically excluded. Only refugees who were hermits or draft dodgers could hope to qualify for entry into the U.S.

This just doesn't make sense. Among those who have fled the Iron Curtain tyranny are many professional people. They may never have been members of the Communist party. But as members of medical societies, trade unions, bar associations or what have you, they inevitably came under state domination. By erecting an unrealistic standard for political purity, we are defeating our own purposes. Intelligence officers have already testified to the immense value of having these people on our side. We want to encourage others to follow them. To invite them, then to shut the door in their faces, is the height of stupidity. Congress should revamp the McCarran Act.

WHEN THE JOB IS PRICE CONTROL, IT ISN'T UP TO TWO OTHER GUYS

Everybody knows the joke about the fellow who is looking the other way when the finger is put on him. He looks up wide-eyed and says, "Who, me?" As the gag presently applies to our own pocketbooks—with shrinking dollars and rising prices—it is open to endless variations, none of them very funny.

On Dec. 16 Mr. Truman proclaimed a state of national emergency. By Webster's definition an emergency is "an unforeseen combination of circumstances which calls for immediate action." But that was in December. Now it is March and things are going better in Korea, spring is almost here, and who wants to worry about an emergency? In Washington the heat is off. Almost three weeks ago the heads of our labor unions petulantly walked out on our mobilization agencies and they are still out. When he was asked if this was serious the President said no.

What gives here anyway? Is bad news our only spur to action? Would we react faster if there were more casualties in Korea? We hope not. But whatever the merit of their case, the unions would not have walked out on their defense jobs if they were convinced that a true emergency did exist.

No reason to relax

The emergency does exist, it is as real today as on the day that the President proclaimed it, and it will be real for a long time to come. When it comes to facing our problems on the home front—not abroad but here in the U.S.—what we are losing is a personal sense of urgency. And in losing it, every one of us, from the Administration on down, is all too ready to shrug off our unpleasant responsibilities here at home with that irresponsible question "Who, me?"

Item: Since the emergency was declared, the President has not retreated one inch from a political budget that includes all kinds of doubtful proposals for free and easy spending with or without the excuse that it is in the interests of national defense.

Item: The Administration, disregarding the advice and counsel of the country's best economists, has steadily increased the money supply and credit at a time when amount of goods has been decreasing. As a result, there has been a scramble for scarce commodities and prices have been bid up and up.

But, as always, the Administration is an easy target—too easy when it comes to shifting responsibility. Consider now the role of Congress.

At times the mood of Congress changes almost as rapidly as the legendary weather of Washington. In December when the flap was on, a general was called on the carpet before one congressional committee and asked why his branch of the service wasn't ready then and there. When the general patiently explained about appropriations he was told to get on with the job—and damn the expense. The general did go ahead and last week he found himself on the same carpet before the same committee. The time

had come, he was told, when the armed forces could no longer count on a blank check and that he would now have to account for "every nail and every rivethead to the American taxpayer."

Item: Congress properly and readily voted \$42 billion for defense but has insisted on taking its own sweet time in considering the taxes necessary to raise those billions. This means that all of us get a six months' breather on taxes, but we pay for it in still more inflation.

No place for privilege

Item: Congress last year wrote a price control bill in response to pressure from home to "do something." It yielded to still more pressure from the farm bloc and guaranteed the farmers special privileges. As a result no ceilings can be placed on food prices until they reach parity. Since parity goes up with every twist of the spiral, inflation is built right into the law. Now the cotton bloc, with the price of raw cotton fixed at 25% above parity, wants all ceilings on raw cotton lifted.

Consider, too, the attitude of business and labor.

When prices were frozen they had already reached their all-time peak. So had profits. The so-called freeze was immediately followed by a sudden rush of businessmen to Washington claiming exception after exception. Now the price freeze has given way to a general thaw—and the price level is rising again. When wages were frozen, labor turned on the heat and the wage freeze melted as fast if not faster than prices. This business reached its height of absurdity last week when a whole new group of wages was given a free ride under an escalator clause and soap prices were rolled back one cent.

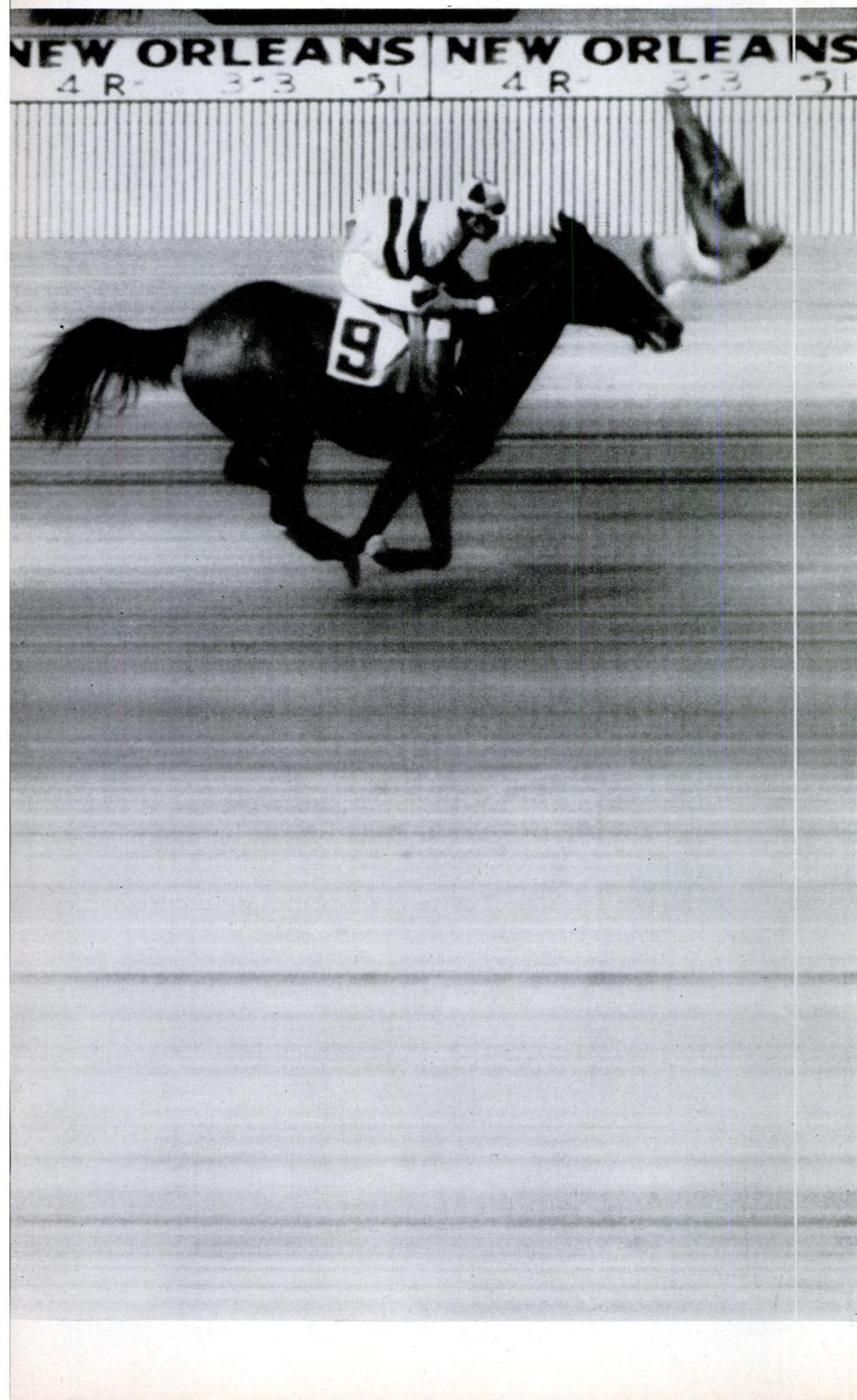
No time for a free ride

All of this sounds bad. But there is nothing wrong that a greater sense of urgency and personal responsibility will not cure.

The cure begins when we remember that the emergency still exists. The President would help it along if instead of preaching sacrifice he would make some minor political sacrifices by trimming his own political budget. The Secretary of the Treasury could do his part by agreeing that savings should be made more attractive and borrowing more difficult. Congress could put some steam behind that tax bill. Its members will find it easier to vote for higher taxes if they say *no* a little more firmly to special privilege, whether those claiming privilege be from the farm or the factory.

Businessmen must accept the fact that you can't have rising profits and fixed wages. The unions must understand that they can't have real price control with wages on an escalator.

And all of us would do well to reflect that the "Who, me?" gag is a very bad joke in a national emergency.

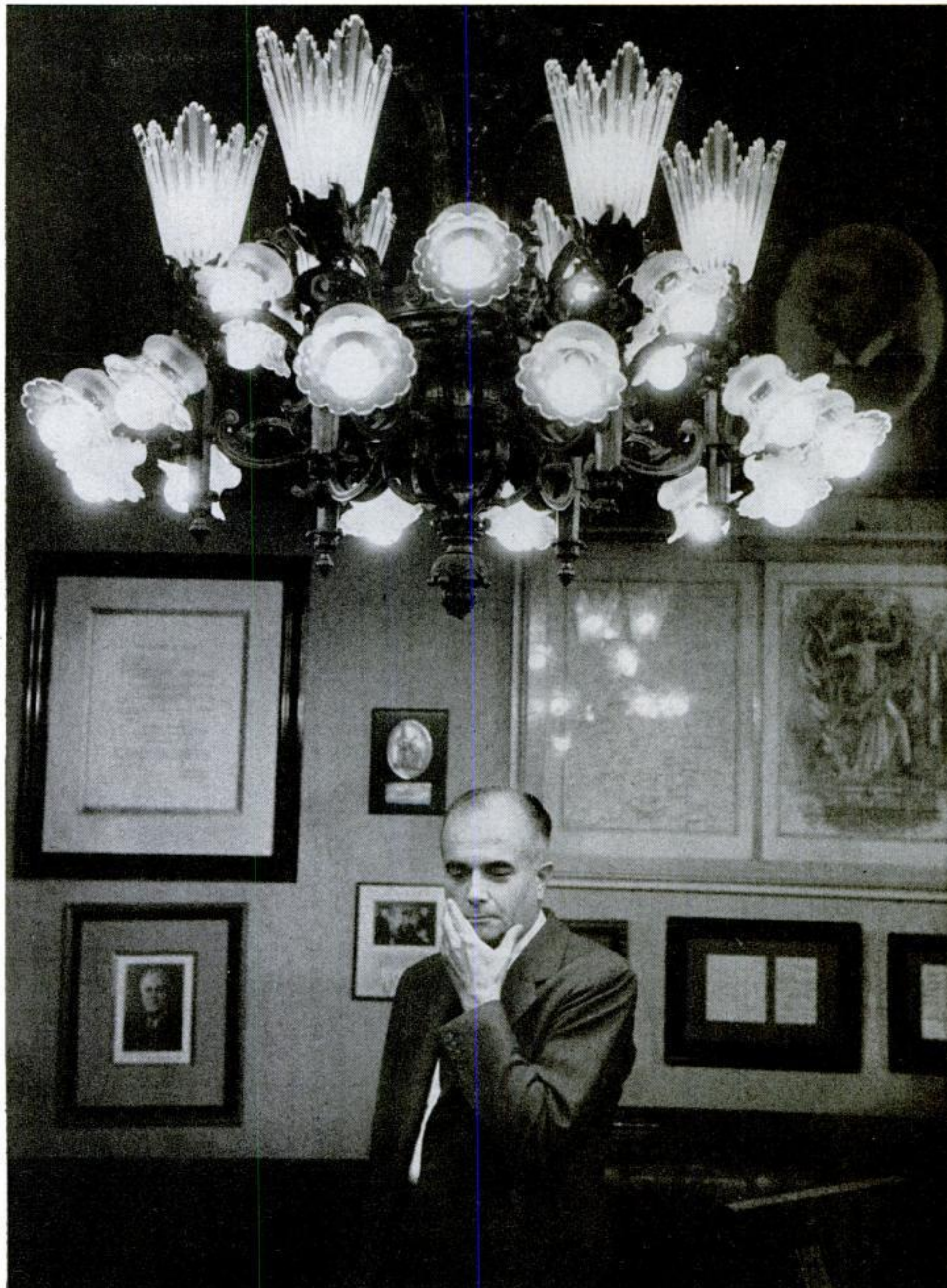
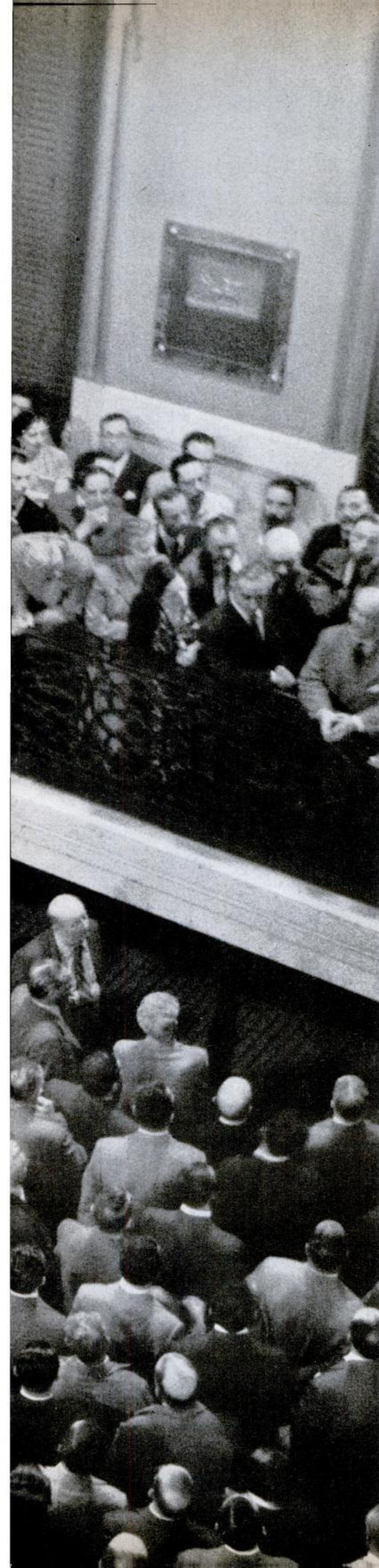


**PICTURE
OF THE WEEK**

**PIGEON 11th,
HORSE 12th**

Just how badly beaten Our Town was in a quarter-mile sprint at New Orleans' Fair Grounds track never did get into the racing form charts, but the official camera at the finish line showed it (*above*). Apparently 11th in a field of 12 horses, Our Town actually was beaked out of even 11th place when a stray race track pigeon closed fast to get over the line by a feather.





"LA PRENSA'S" EDITOR, SHOWN IN HIS OFFICE ON DAY OF THE RIOTING, NOW FACES PROSECUTION

"LIFE" SALUTES MEN OF "LA PRENSA"

Here are two pictures Perón's police thought they had suppressed

When Argentine Dictator Juan Perón's federal police arrested LIFE's Photographer Leonard McCombe and Correspondent Frank Shea, covering the Perón-inspired riot against the newspaper *La Prensa*, they confiscated four rolls of film taken by McCombe. LIFE reported the story in its last issue (March 12) without any of McCombe's photographs. Since then some of McCombe's film has mysteriously turned up in the U.S. from Buenos Aires. On it were these pictures of the employees of *La Prensa* and the paper's distinguished editor and publisher, Dr. Alberto Gainza Paz (*above*), shown in the critical hour of their testing. LIFE publishes these pictures as a salute to their courage in fighting the battle for a free press.

La Prensa, refusing to bow to Perón's totali-

tarian regime, had been shut down 32 days by the Peronistas, when 1,300 employes assembled on Feb. 26 in the balconied patio of the newspaper's editorial building (*left*). There they voted unanimously to return to work the following day, with or without police protection. Next day, in small groups, they bravely marched to the printing plant. There, set upon by Peronista thugs, one of them was killed and 14 hurt.

Last week *La Prensa*, one of the world's finest independent newspapers, was farther than ever from reopening. Its plant was padlocked; Perón's stooge unions decreed a total boycott of the paper which probably spelled its death sentence, and Dr. Gainza Paz, great-nephew of the founder, was under a trumped-up charge of carrying on "activities against the state."



TWO SECRET SERVICE MEN FOLLOW THEM



HE WALKS WITH PRESS SECRETARY SHORT



TRUMAN BEACH IS USUALLY FOR NAVY PERSONNEL. HE SUNS ON LEDGE

KEY WEST'S TOP TOURIST

Truman sets fast pace in walks and sport shirts



HE GRINS AT GREETINGS, "HI, UNCLE HARRY"

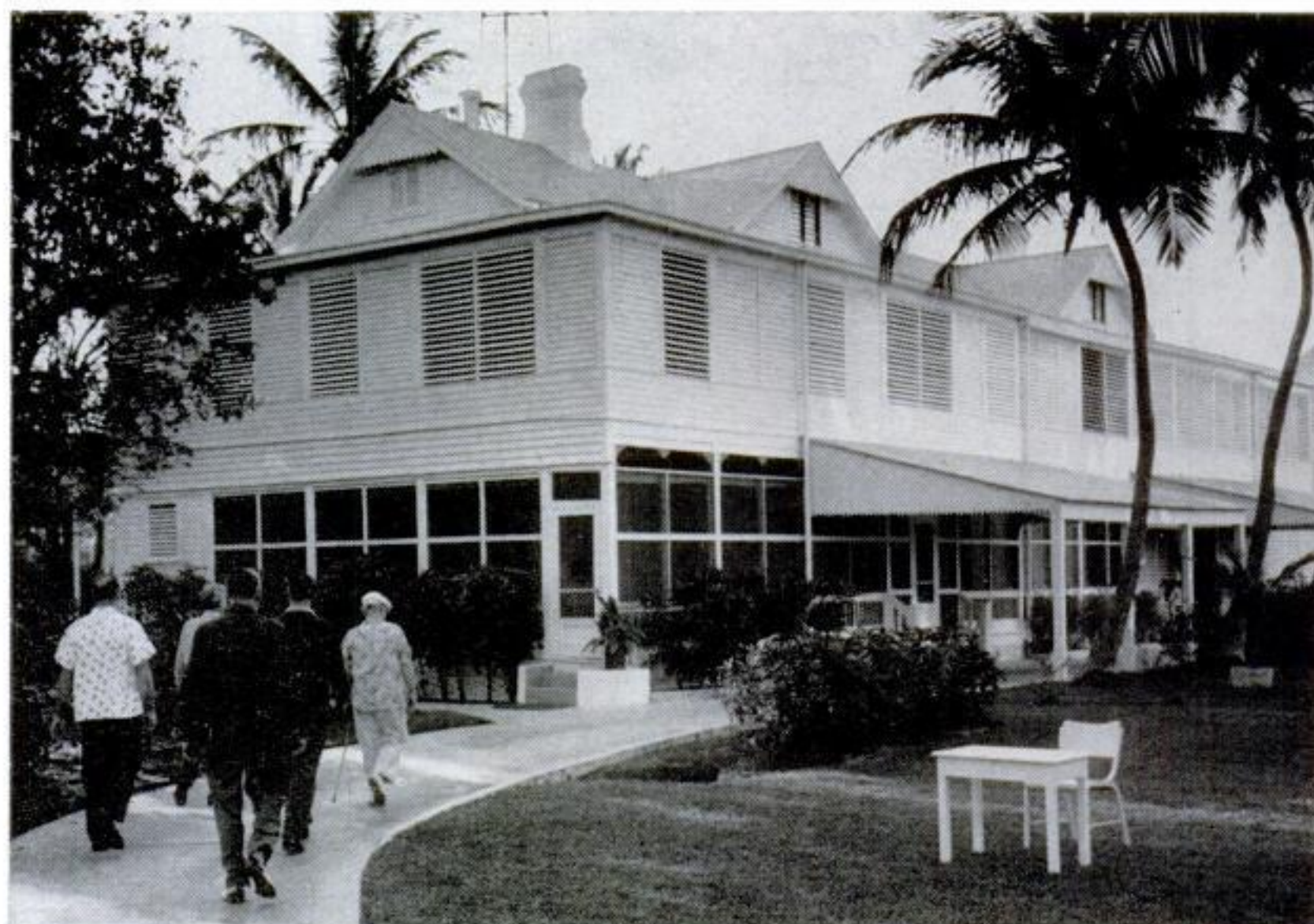


It was in November 1946, after the death of Franklin D. Roosevelt had unexpectedly burdened him with the presidency, that Harry Truman first fled to Key West, Fla. for a rest—and it was love at first sight. Harry Truman loved Key West, most southerly of all U.S. cities, for its wonderfully benign climate, its homely, lazy charm and for the way its citizens accepted his presence without fanfare. Key West, a hopeful resort, loved Harry Truman for putting its name on the front pages of the world's newspapers and named a street after him (*left*). He had made eight visits to Key West and spent a total of about five months there when, this month, he went back once more.

The President, who had been overweight, pale, and short-tempered in Washington, began grinning as he drove from the airport to the naval base on which is located the "Little White House" and Truman Beach. There he could not wait to shuck off business clothes and put on a typical vacationer's cheerful attire and expression. After that he was up by 6:30 mornings, to work a while, then to take his usual 120-paces-per-minute walk. Breakfast, more work and about two hours at the beach with half an hour of swimming, 90 minutes of sun. Then lunch, a nap, more work, dinner, poker or record-listening, and so to bed. By last week Harry Truman, rosy from the sun and lighter by three pounds, looked relaxed enough to shake hands with a music critic.



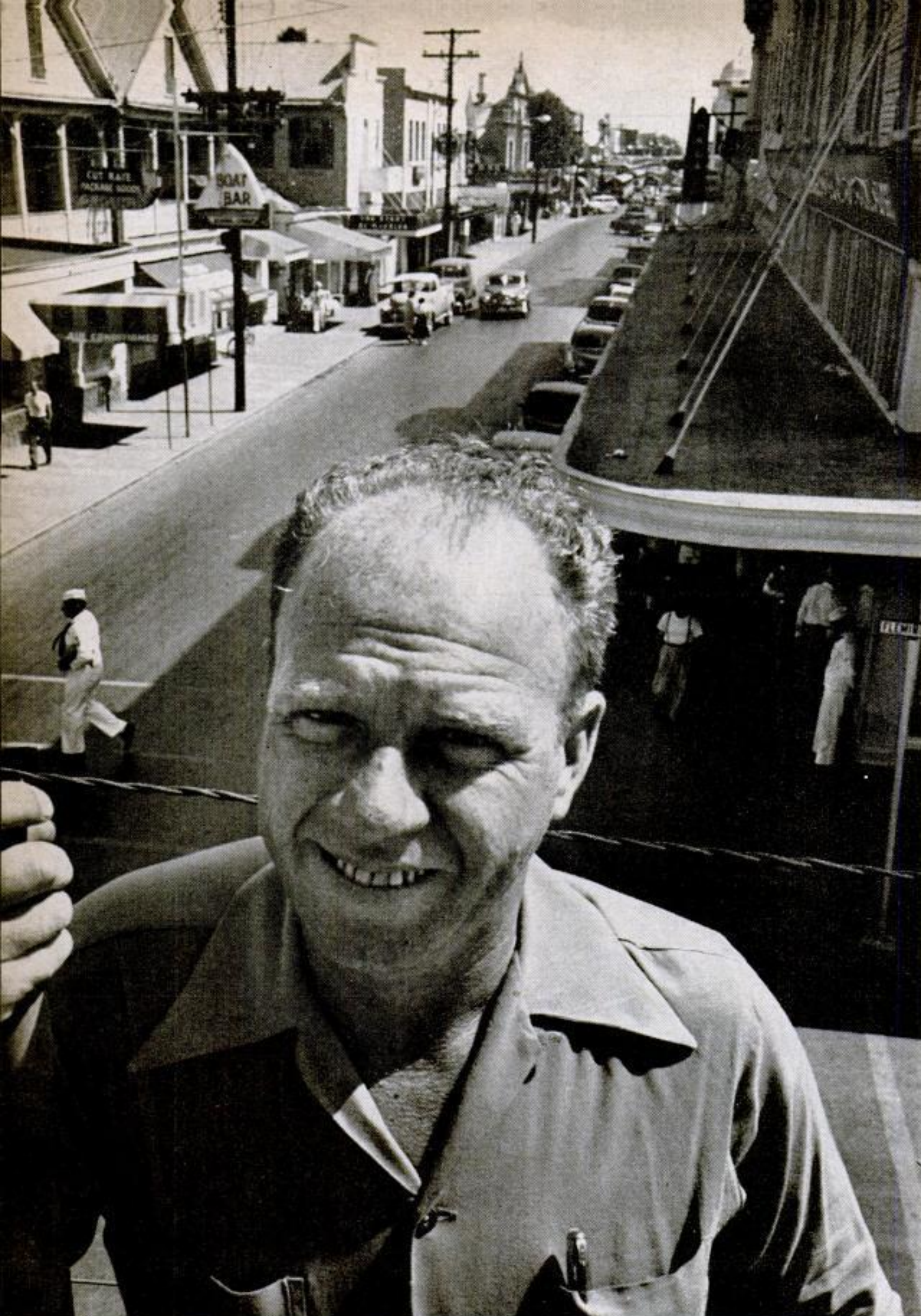
PACE WAS STILL BRISK ON HIS RETURN



"LITTLE WHITE HOUSE" WAS ONCE THE QUARTERS OF THE NAVAL BASE'S COMMANDER



PRESIDENT'S KEY WEST GARB CONSISTED OF A WHITE YACHTING CAP, WHITE SHIRT WITH BLUE FIGURES, GREENISH-GRAY SLACKS AND WHITE SPORT SHOES



HOTEL MANAGER McANDREWS STANDS ON TERRACE OVER DUVAL STREET

A SHOT IN THE ARM FROM TRUMAN

Key West is a coral island, some 6 square miles in area, at the very end of the little arc of keys (islands) that curl southwest from Florida's tip. By turns it has been an English and Spanish possession, a pirate's haven, a ship-salvage headquarters (some of whose entrepreneurs increased business by luring ships onto reefs), a Northern outpost during the Civil War, the world's largest cigar-making center in the 1870s, and a great rum-running center in the 1920s. But in the '30s an enormous complex of difficulties gave Key West an unwelcome distinction: it became the brokest city in the state, with no money in its treasury and a record 80% of its citizens on relief. Then began a municipal Horatio Alger story.

Having nothing else, the Conchs, as native residents are called, contributed two million hours of their labor to clean the city's streets, reopen its hotels, develop beaches and devise fetes to attract tourists. In 1938 the Overseas Highway, 156 miles of bridge and roadway linking the keys and the mainland, was completed (the connecting railroad had been wrecked by the 1935 hurricane), and in 1942 a 130-mile long, 18-inch main was constructed to bring Key West fresh water from the mainland (it had heretofore depended on cisterns). All these were stimulating shots in the arm, but the biggest shot of all proved to be Harry Truman.

Since he first came the number of tourists visiting Key West has increased by 100,000 each year; next year the total is expected to reach 1¼ million, and there is talk of filling in the salt ponds (aerial photo, *above, right*) to create a site for new resort hotels. Its permanent population of 22,000 is similarly growing, many of them northerners who buy old Conch houses in the less desirable parts of town, move them to better locations (*opposite page*). Hotel Manager James McAndrews (*above*) finds business this year up 175% from last year. The merchants along Duval Street, Key West's main thoroughfare (*above*) are prospering and the development of shrimp fishing recently added \$5 million a year to its income. With Harry Truman as happy as ever with it, Key West's future looks doubly sunny.

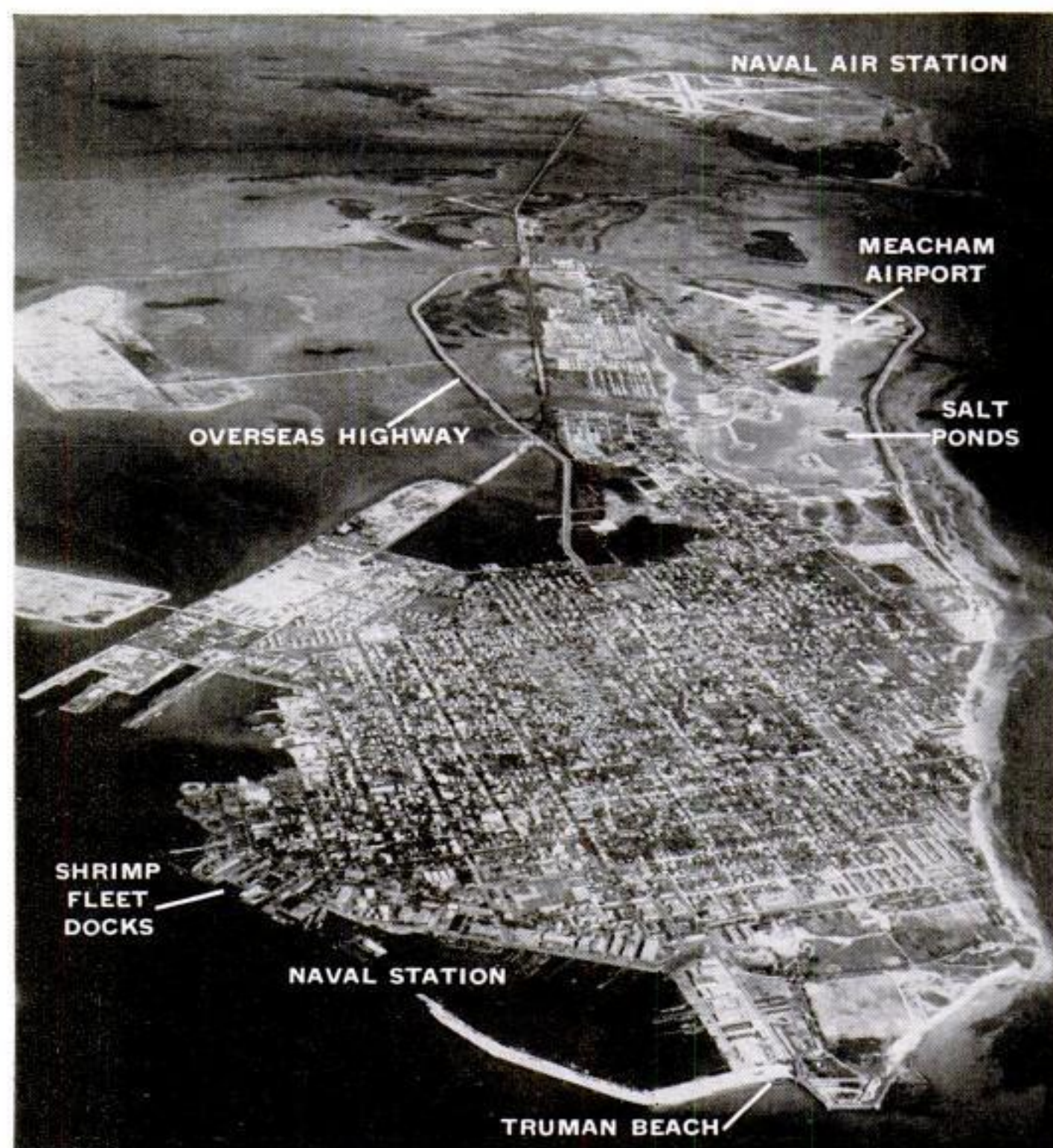
Key West's Top Tourist CONTINUED



GROCER Ethel Baer sells Truman party groceries, mineral water. Key West's new prosperity has enabled her to make improvements in her store.



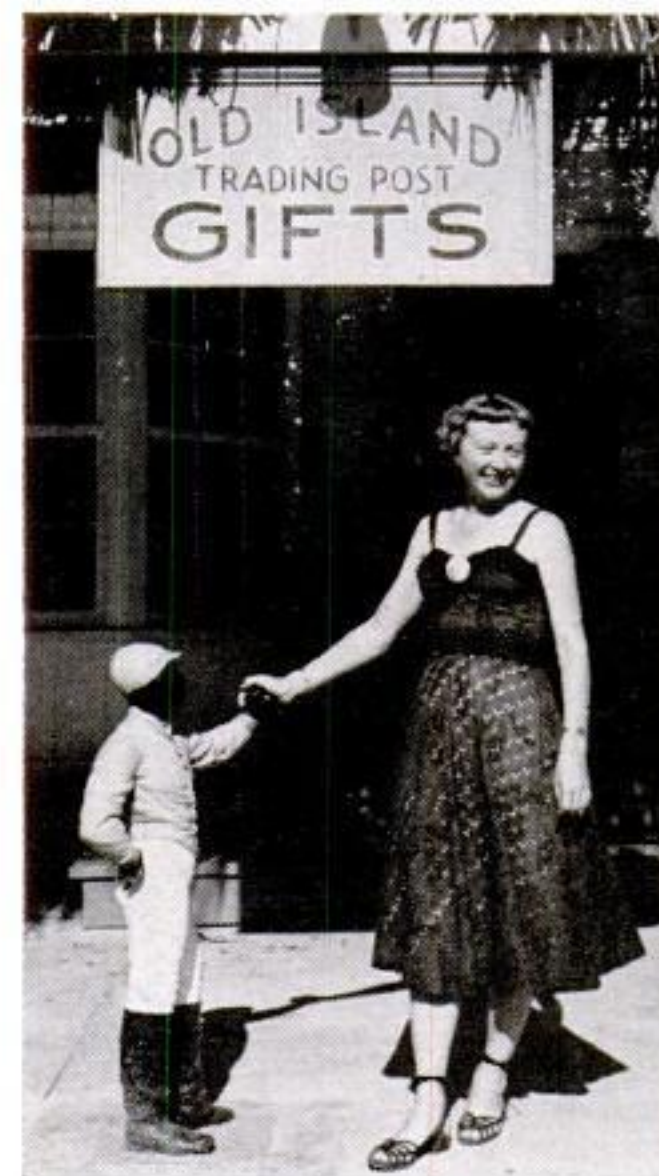
SHOPKEEPER Byrnina Thompson says that her business had gone up 200% even before she got in these new pinafores made in Independence, Mo.



AERIAL VIEW of Key West here looks east. The island's winter temperature ranges from 73° to 78°, the all-time record low is 41°. It has never had a frost.



BOATBUILDER Warren Lowe by day builds shrimp trawlers, by night plays trumpet in nightclub, has been offered \$5,000 for boat by shrimp men.



GIFT DEALER Opal Van Deursen also deals in real estate, is currently negotiating to put up a 10-story resort hotel in Key West's Salt Pond area.

OLD CONCH HOUSE IS MOVED FOUR BLOCKS THROUGH STREETS TO NEW SITE →





ARRIVING ENVOY

In Madrid on the morning of March 1 the new U.S. ambassador, Stanton Griffis, climbed into a glittering coach beside Spain's chief of protocol and drove off, in a procession containing 99

Moorish guards and 111 horses, to present his credentials to Franco. Then, having restored full relations with the dictator ("a charming gentleman"), he drove happily home (above).



DYING SENATOR

In Washington one night last week the senior U.S. senator from Kentucky, Virgil Chapman, worked late on a speech urging the draft at 18. Driving home at 3:30 a.m., he collided with

a truck, was pinned in his car for 20 minutes (above) before rescuers could remove him, died a few hours later. The Senate adjourned that day after eulogies, voted the draft a day later.

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SOUP, SANDWICH AND DESSERT

Campbell's Vegetable Soup
Over a dozen garden vegetables mingled in homey beef stock. It's "almost a meal in itself!"

Baked Ham Sandwich Chocolate Roll Milk



SOUP AND DESSERT

Campbell's Cream of Mushroom Soup
A nation-wide success almost overnight! Fresh, cultivated mushrooms blended with extra-heavy whipping cream!

Crackers Cherry Cobbler Coffee



SOUP AND SALAD

Campbell's Chicken Noodle Soup
Pieces of plump, tender chicken mingled with egg noodles in a golden broth! From a wonderful old Colonial recipe.

Lettuce Wedges, French Dressing Hot Biscuits Tea

Our Easter Special...



The illustration features a man in a white tuxedo jacket and a black bow tie, smiling and pointing his right index finger towards a ham. To his right, a large cartoon rabbit with long ears and a friendly expression is holding a ham. Both hams are wrapped in white paper with a blue or red diamond pattern. The man's ham has a blue label that reads "Swift's Premium HAM" and "SKINNED", with a small "Cook before Eating" label at the bottom. The rabbit's ham has a red label that reads "Swift's Premium HAM" and "Fully Cooked", with a "KEEP IN REFRIGERATOR" label below it. Both hams also feature a small circular logo with a star and the word "Swift".

You can buy it UNCOOKED...
Cook it Martha Logan's easy way

Ask for BLUE LABEL Swift's Premium Ham. It's Brown-Sugar-Cured Swift's special way, hardwood-smoked... *invariably* delicious thanks to Swift's unique system of quality control. To cook it perfectly, just follow the simple "time table" that comes with every ham.


You can buy it FULLY COOKED...and we really mean "Fully"!

Look for the RED LABEL. Here's the same wonderfully tender, superbly flavorful Swift's Premium Ham you've come to depend on. But it's thoroughly, temptingly ready to serve as if you'd baked it in your own kitchen. Eat it cold, just as it comes, or merely heat it.

PLACE YOUR
EASTER ORDER
NOW

Retail meat dealers

the ham that's sure to do you proud



HOW TO MAKE THE LOVELY
GARNISH?
EASY INSTRUCTIONS
FREE AT MEAT
DEALERS' EVERYWHERE

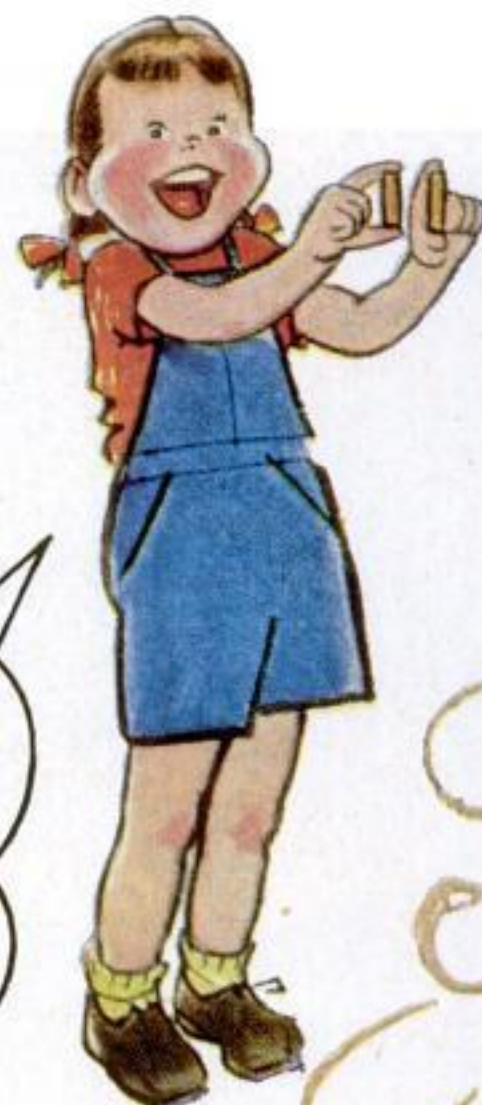
featuring Swift's Premium Ham



We use prize Maine Potatoes for our Birds Eye French fries!



We scrub them till they shine! Peel them clean—No eyes!



No small or oversize pieces—every slice just right!

Every batch is deep-fried in sweet, fresh vegetable fat!



You just heat 'em and eat 'em—and you never tasted French fries like 'em!



It isn't just luck that BIRDS EYE vegetables taste better. That's why they outsell the next popular brand **3 to 1**.



"Better Buy BIRDS EYE"



WHICH ORANGE JUICE TASTES BETTER THAN JUST-SQUEEZED?

BIRDS EYE! GUARANTEED THE BEST OR MONEY BACK!



GET BIRDS EYE ORANGE JUICE, TOO!





SIDNEY J. LEVY, 27, IN COURT

"THE CREEP" AND THE DOLL

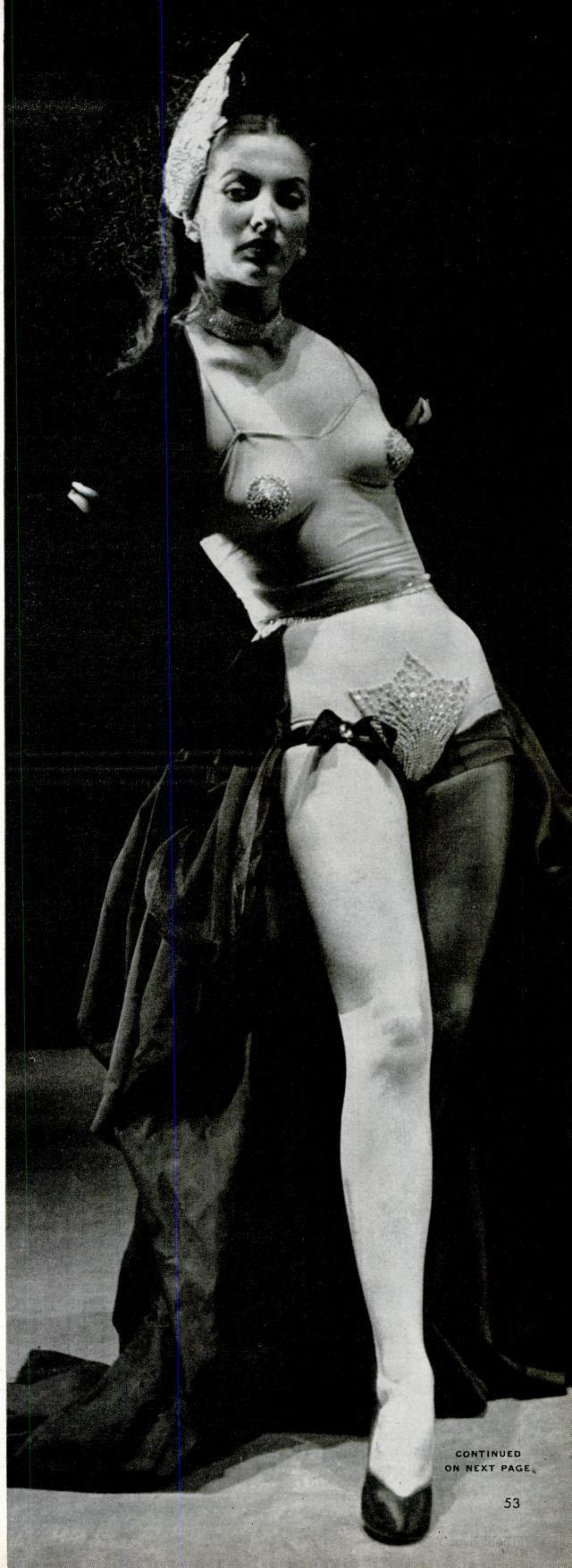
For Sidney, regrets; for Rosemary, remembrance

Rosemary Williamson is quite a doll. She has long black hair, dark brown eyes and a face and body which adorned the Broadway stage and the covers of magazines (*next page*). It is hardly her fault that men keep trying to give her presents—usually with strings attached. But one day last spring, when she was starting a job in *Peep Show* (*right and below*), Rosemary met a man who was different. He was Sid Levy, who said he was a wealthy textile executive, and he wanted to give Rosemary presents without any strings at all. He took her to the Latin Quarter and the Copa. He gave her a \$1,000 wrist watch. Then he gave her a \$2,500 mink coat and some stone martens. Then he gave her a diamond ring (\$5,200) and a \$5,800 Cadillac. And he asked for nothing in return. Then Rosemary started getting a little sick of Sid. Her coat was stolen, and she hocked the diamond ring and sold the car. Finally the D.A.'s office picked up Sid, charging that he had collected \$40,000 on a phony promise to invest in nylon and had splurged most of it on Rosemary. Told she would have to give the presents back, Rosemary took the news calmly. Anyway, she said, Sidney was just a "creep."



ROSEMARY'S REAR as she played in *Peep Show* appeared in this picture in *LIFE*, July 10.

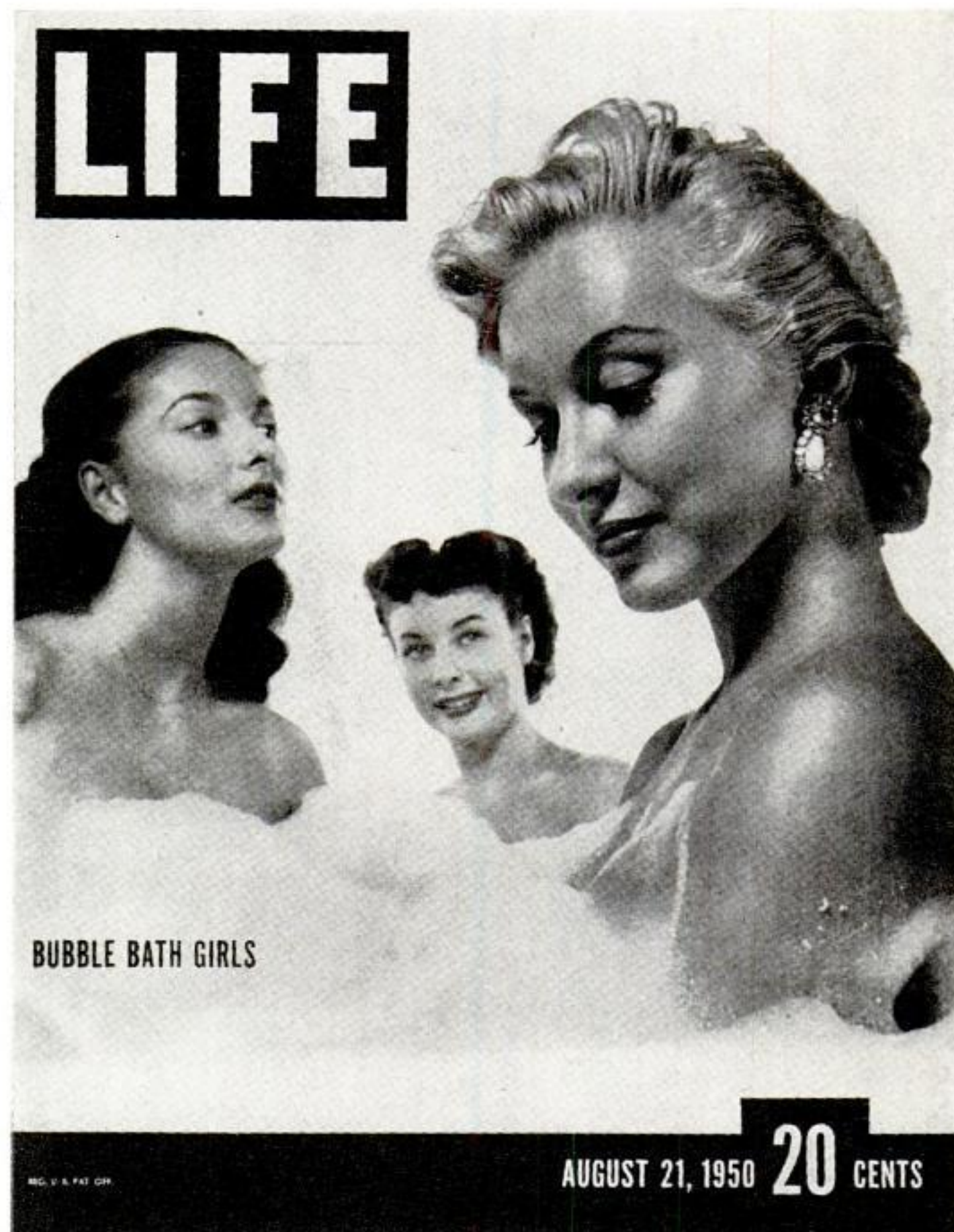
FRONT VIEW OF ROSEMARY AS A "PEEP SHOW" SHOWGIRL →



CONTINUED
ON NEXT PAGE



GRACEFULLY GRIPPING A GAT, SHE APPEARED ON "UNCENSORED DETECTIVE"



ON "LIFE" COVER ROSEMARY (LEFT) BATHED IN "PEEP SHOW" SUDSY BUBBLES

TRAMPLING ON GRAPES, Rosemary poses for a publicity picture to celebrate 1949 National Wine Week.



LOUNGING ON SWANS, rightside up and upside down, a pair of Rosemarys appears in this glamour shot which ran as an advertisement for Blue Swan lingerie.

CLAD IN TOWEL, Rosemary sprays herself with a deodorant for a how-to-stay beautiful article in a top fashion magazine. She likes fashion work best.



MILLIONS OF AMERICANS

Back in the days when they were closer friends, Sid once confided to Rosemary that he had a psychological urge to get rid of money. "He was, I guess," she says, "sort of psychopathic about the whole thing. He didn't want to buy me—all he wanted was the glamour attached to going with an actress." And as these pictures from her scrapbook show, Rosemary has plenty of glamour. She decorated the stage in both *Peep Show* and *As the Girls Go*, graced the air waves in both radio and television, and her picture has been seen by tens of millions of Americans on magazine covers (*above*), in ads, publicity pictures and fashion photographs. On top of all this she has



HER FATHER AND HER SON were snapped by Rosemary in Texas, where father and mother operate a tourist camp. Her son Michael is now 6.



NEW YORK, NEW YORK

It's a Wonderful Town

WHY I AM NOT A DEMOCRAT

A Yankee Liberal Replies to Critics

ON "COLLIER'S" COVER ROSEMARY WAS MODEL FOR MOLLY PITCHER

SAW A LOT OF ROSEMARY

won many honors, having been elected "Miss Photography" in 1949 and been voted the "Best Piece of Upholstery" in the furniture show in 1950. But it has all been a long pull for a girl of 23. Rosemary was born in Dayton, Ohio, graduated from night school, acted in a Florida night spot and even changed tires in a gas station. She was married at 16, had a baby boy and was divorced. So she was impressed by Sid's affluence even though dubious about his generosity. He practically had to force the Cadillac on her, she said. When reporters asked her how someone like Sidney went about forcing a Cadillac on a girl like her, she had a matter-of-fact answer: "That's easy."



THE "CREEP" AND HER MA went out nightclubbing with Rosemary and were photographed in the Copacabana in New York. Sid was then dating Rosemary regularly, and wherever they went he got a ringside table.

CONTINUED ON NEXT PAGE

Voted America's FINEST new kitchen clock!

This is the beautiful Gourmet, the new, sensational General Electric kitchen clock that so many women say is America's finest!

And, like all other General Electric clocks, the Gourmet gives you

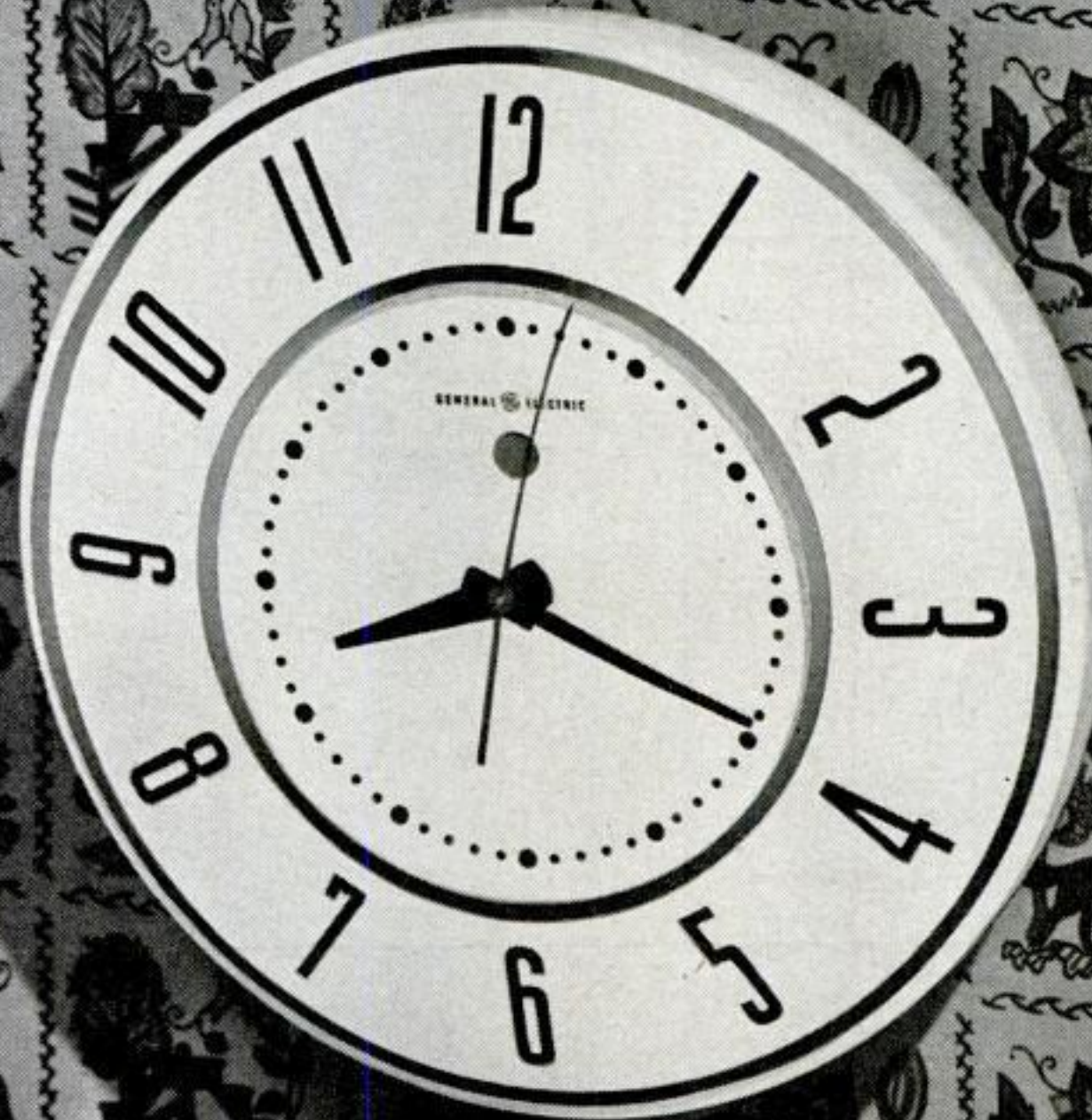
these advantages:

1. No winding—runs electrically.
 2. Quiet—no disturbing ticktock.
 3. Dependable—long life.
 4. Accurate—on time all the time.
- General Electric Co., Bridgeport 2, Conn.

"Most beautiful kitchen clock I ever saw!"



"So easy to keep clean!"



New, brilliantly designed G-E Gourmet—only \$6.95*

*Price and specifications subject to change without notice.



"No more squinting to see numerals!"



"Helps keep my home on accurate schedule!"

GENERAL  ELECTRIC

VARICOSE VEINS

Need Not Keep You From Having

Sheer Leg Beauty

● Bulky elastic stockings are unnecessary. Remarkable Bell-Horn Tropical Weight Elastic Stockings give strong, required support for varicose veins and similar leg ailments, yet are entirely unnoticeable under sheer silk or nylon hose. At Department, Surgical or Drug Stores.

MAIL COUPON FOR FREE BOOKLET TODAY

© 1951 Wm. H. Horn & Bro.

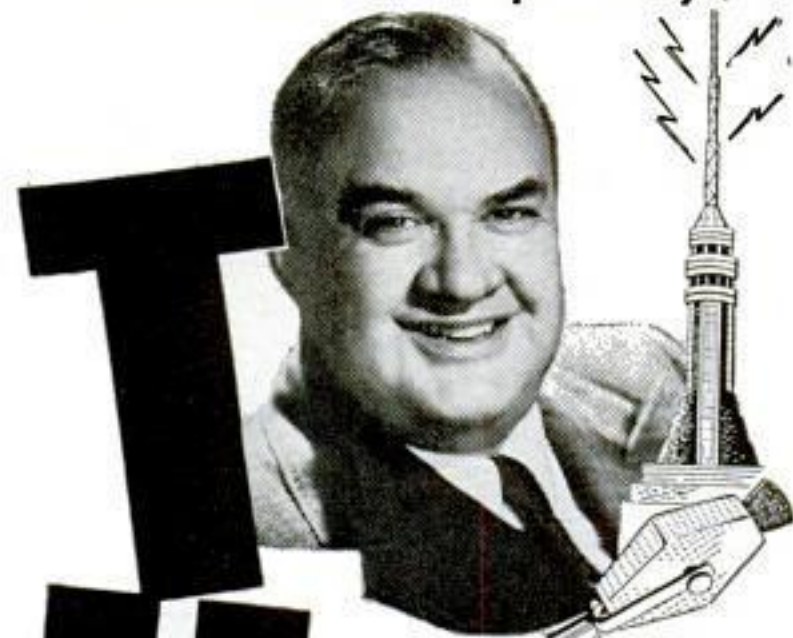
BELL-HORN Tropical Weight ELASTIC STOCKINGS

BELL-HORN, 451 North 3rd St., Philadelphia, Pa.
Send me helpful FREE BOOKLET: "NEW FACTS ABOUT VARICOSE VEINS AND BEAUTIFUL LEGS."

NAME _____
ADDRESS _____

AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS

DON WILSON,
Famous radio-television personality



EATS
what he likes

**NO FEAR OF
ACID INDIGESTION
HEARTBURN**

Tums quickly neutralize excess stomach acids. Then gas, heartburn fade out fast. Tums are guaranteed to contain no soda. Cannot over-alkalize or irritate delicate stomach or intestinal lining. Enjoy fast, safe relief from distress of acid indigestion.



FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER



THINKING IT OVER, Rosemary sips a cup of coffee in the walk-up apartment she shares with two other show-girls, and in which one room serves as bathroom-dining room-kitchen. She had received a commiserating letter

from her mother in Texas and a wire from a former boyfriend, a script writer, who took her troubles lightly. "The script," he said, "was funnier and better-paced than the best comedy show in television, and I wish I'd written it."



ON THE RADIO Rosemary tells the world her story on Bill Leonard's CBS program. "Sid said, 'It's a cold day—you need a mink coat,' and I said to myself, 'Uh-oh, here's another character,' except this one really gave it to me."



MEETING THE PRESS, Rosemary tells them, "It was just horrible. He practically forced the convertible on me. This creep gave me these big, mad things and then months later he tells me that he had stolen the money for them."



RING'S RESTING PLACE is a vault in the Provident Loan Society in New York. To get the six-carat diamond solitaire that Sidney gave her, Rosemary must have \$450 as well as a pawn ticket. But the police have the ticket and

they plan to hold onto it until Sidney's case is settled in court. Rosemary's only other remaining gift from the creep, a diamond-studded wristwatch, is in her safe deposit box along with the pedigree papers of her two Yorkshire terriers.

LOOK TO
KELVINATOR
FOR ALL THAT'S
NEW

New from Kelvinator! Only from Kelvinator!

The Amazing TWIN-CONTROL Refrigerator!

Gives you Giant, Separate Freezer, and Cold-Mist Foodkeeping!

Now, Kelvinator brings you the marvel of Twin Controls in a magnificent new two-door, refrigerator-freezer combination! Not one control for two compartments but a *separate* control for each! Now, for the first time, you get faster freezing *plus* precise control of *both* cold and moisture for the finest foodkeeping ever achieved! It's another great "first" from Kelvinator, first maker of electric refrigerators for the home, first with better things in refrigeration for 37 years!

★ Dial faster freezing here!

For extra-fast freezing of ice cubes, ice cream, steak, chickens, chops, just dial here! Dial zero cold in that big Frozen Food Chest. Separately insulated, separately refrigerated, it gives you the same dependable low temperature frozen storage you'd get from a completely separate home freezer!



★ Dial the right cold and moisture here!

Here's where you control both cold *and* moisture to get new flexibility for perfect foodkeeping! Want quick, food-freshening "Cold Mist" to keep *uncovered* leftovers, salad greens, even bread and cake miraculously fresh for days? Just dial it here. Want less moisture... more cold? Dial what you want, independently of the freezer above.



★ Defrosts automatically!

Once you dial the right cold and moisture, there's *no defrosting* in the food compartment. A marvelous new device, the Kelvinator "Humidplate", takes care of that. The "Humidplate" defrosts quickly, *automatically*... yet maintains entire food compartment at just the cold and moisture you want.



2 doors to wonders! Separate freezer above, 'Cold Mist' below!

An amazing 12 cu. ft. of cold—in no more floor space than used by old-style "6's".

Kelvinator, pioneer of full-length design, gives you more easy-to-reach storage space at the front... with *cold clear to the floor!* Get more for your dollars! See your Kelvinator Dealer. You'll find his name in your Classified Phone Book!

YOU GET THESE *newest* OF FEATURES, TOO!



Giant, 70-lb. Freezer! A real freezer with zero cold you can *trust*, powered by Kelvinator's super-dependable Polarsphere Cold-Maker... backed by Kelvinator's 37-year "know-how"!



Bushel-Plus Cold Crisper Drawer—Exclusive with Kelvinator! Extra space—keeps over a bushel of fruits, vegetables, beverages deliciously *cold!* One of the greatest foodkeeping conveniences!



New Butter Chest! Keeps butter cold for safe preservation—yet lets you dial the softness you want for easy spreading. Entire chest removable for most convenient use. Available as an accessory.

TUNE IN! CBS-TV NETWORK! Kelvinator's "Star of the Family" show, starring MORTON DOWNEY. See your local paper for time and station.



LOOK FOR THIS EMBLEM. Awarded to "5-Star" salesmen of Kelvinator Dealers, it assures you the highest standard of courteous, helpful service.

Get more—Get **Kelvinator**

Division of Nash-Kelvinator Corporation,
Detroit 32, Michigan

Serve them
"Plain"



See why Hunt's are the heavenly peaches! Store a can in your refrigerator—ready in a jiffy for breakfast or dessert. Flavor's heavenly... price is down-to-earth low.



Serve them
"Fancy"



Get delighted Oh's and Ah's with this Heavenly Peach Cobbler. The recipe's easy. Easy on your food budget, too. For Hunt's are the luscious, quality peaches at the low, low price!



Hunt's
Heavenly Peaches

at down-
to-earth-
prices!



HEAVENLY PEACH COBBLER

1 recipe for baking powder biscuits

1 No. 2½ can **Hunt's Peach Halves**

Butter Nutmeg Milk

Roll biscuit dough ¼ inch thick. Cut into ½ inch strips. Cut Hunt's Peaches in quarters. Place in greased baking dish with syrup. Dot with butter. Sprinkle with nutmeg. Arrange strips of dough lattice fashion on top of peaches. Pinch edges of dough securely to edge of pan. Brush with milk. Bake in hot oven (425°F.) 18 to 20 minutes or until done. Makes 6 to 8 servings.

Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.

BOOK DRYING IN MICHIGAN



DRAFT-DODGER SHAY

ing a successful attempt to save them from being burned in a \$5 million State Office Building fire early in February. About 25,000 were waterlogged beyond saving. Another 30,000 were badly damaged but salvageable. To dry them out library workers carted them to the field

The State librarians in Lansing, Mich. last week were still busy at one of the greatest thawing and drying-out jobs in the history of library work. Most of the 500,000 books and periodicals at the State Library had been soaked or splattered and then frozen during

house of the nearby state reform school for boys and stacked them on the bleachers. In the library, air conditioners were installed to dry the residual humidity from the three floors of shelves. But four weeks after the blaze mildewed books were still turning up at the rate of 200 a day.

While all this went on, and 1,300 state employees were temporarily exiled to makeshift offices in Quonset huts, an old YMCA and an abandoned bus station, 19-year-old Richard C. Shay, State Highway Department clerk, pleaded guilty to setting the blaze. He explained that he had hoped to avoid the draft by starting just "a little fire," later confessing to it and thus becoming "undesirable" for military service. Ironically, Shay's draft board later revealed he would have been exempted anyway because he has a wife and an 8-month-old daughter.



ICE-SHEATHED BUILDING burned two days despite 25 million gallons of water poured on blaze.

WATERLOGGED BOOKS WERE DRIED OUT ON BLEACHERS OF NEARBY FIELD HOUSE, WHERE HOT-AIR BLOWERS, ALREADY INSTALLED, SPEEDED THE SALVAGE



New! *Bostonian brings you* Sta-smooth!

The innersole that can't crack, wrinkle, burn your feet!

A GOOD shoe man will tell you that the innersole is the *backbone* of a shoe. It can mean comfort, or burning discomfort.

An ordinary insole can "kill" your feet. It can crack, wrinkle, burn. NONE of this can happen with this new Bostonian STA-SMOOTH insole!

It's covered with extra glove-soft leather. This creates a smooth, cushioned surface to walk on. It can't crack, burn, or wrinkle!

MORE, it's impervious to perspiration or dampness. Feet, say good-bye to footburn! One try-on tells you that STA-SMOOTH is *yours!* See it! Feel it! In these smooth, smartly-styled Bostonians!

There's a Bostonian dealer near you ... he's worth looking for.



ARDMORE—Popular Wing Tip with STA-SMOOTH insole. Trim appearance, superb fit! An Authentic Mister "T" Fashion.

TROJAN—Plain toe classic of luxura calf, STA-SMOOTH insole. Also in black.

Bostonians

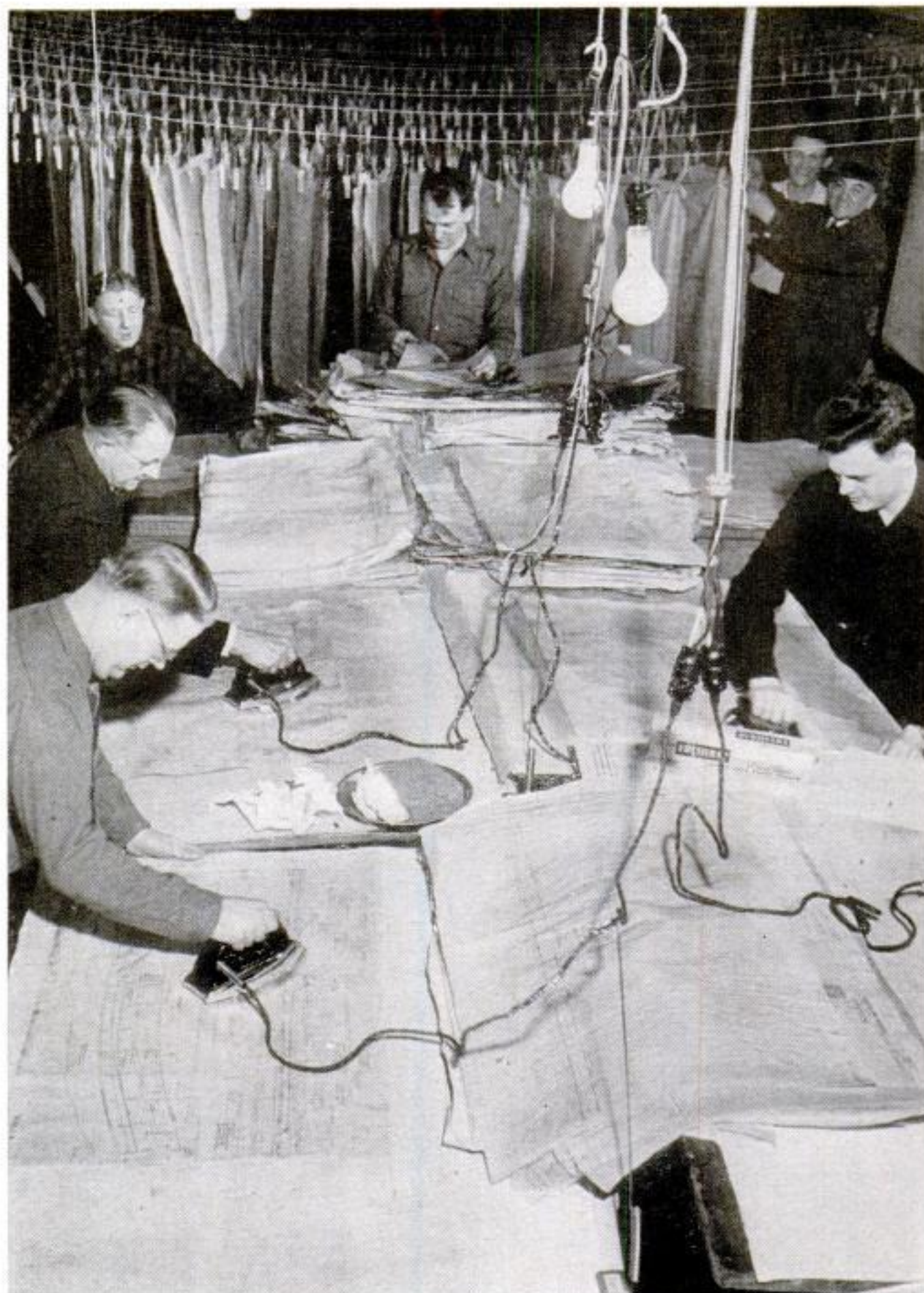
© Bostonian Shoes, Whitman, Mass.

Greater comfort than you've ever known!

Michigan Library CONTINUED

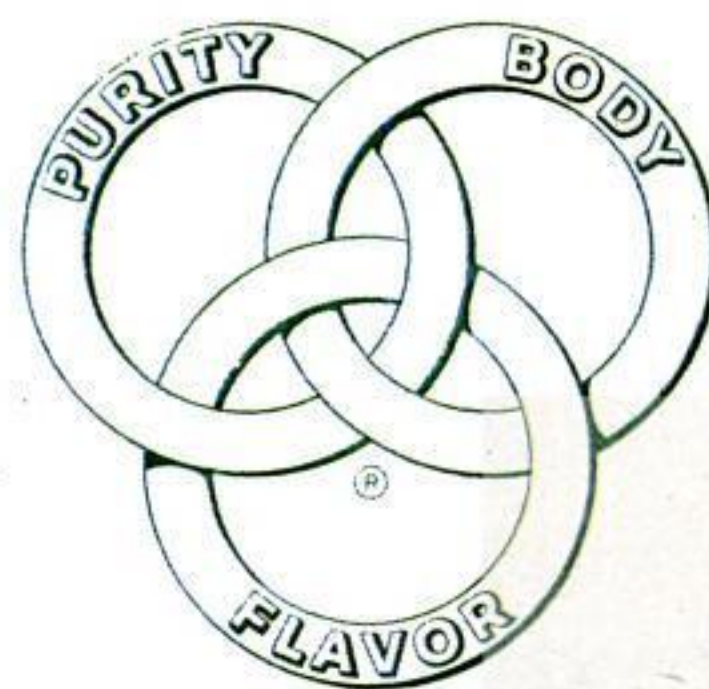


BUCKLED FLOORS made salvage difficult for librarians (above). Some of the books were pried loose with a crowbar after subzero cold froze shelves solid.



HOT PRESSING IRONS were used by Highway Department workers to smooth soaked road-plan tracings after they had dried out on racks at the rear.

Ballantine Ale
begins where
other brews
leave off...
in flavor...
in satisfaction!



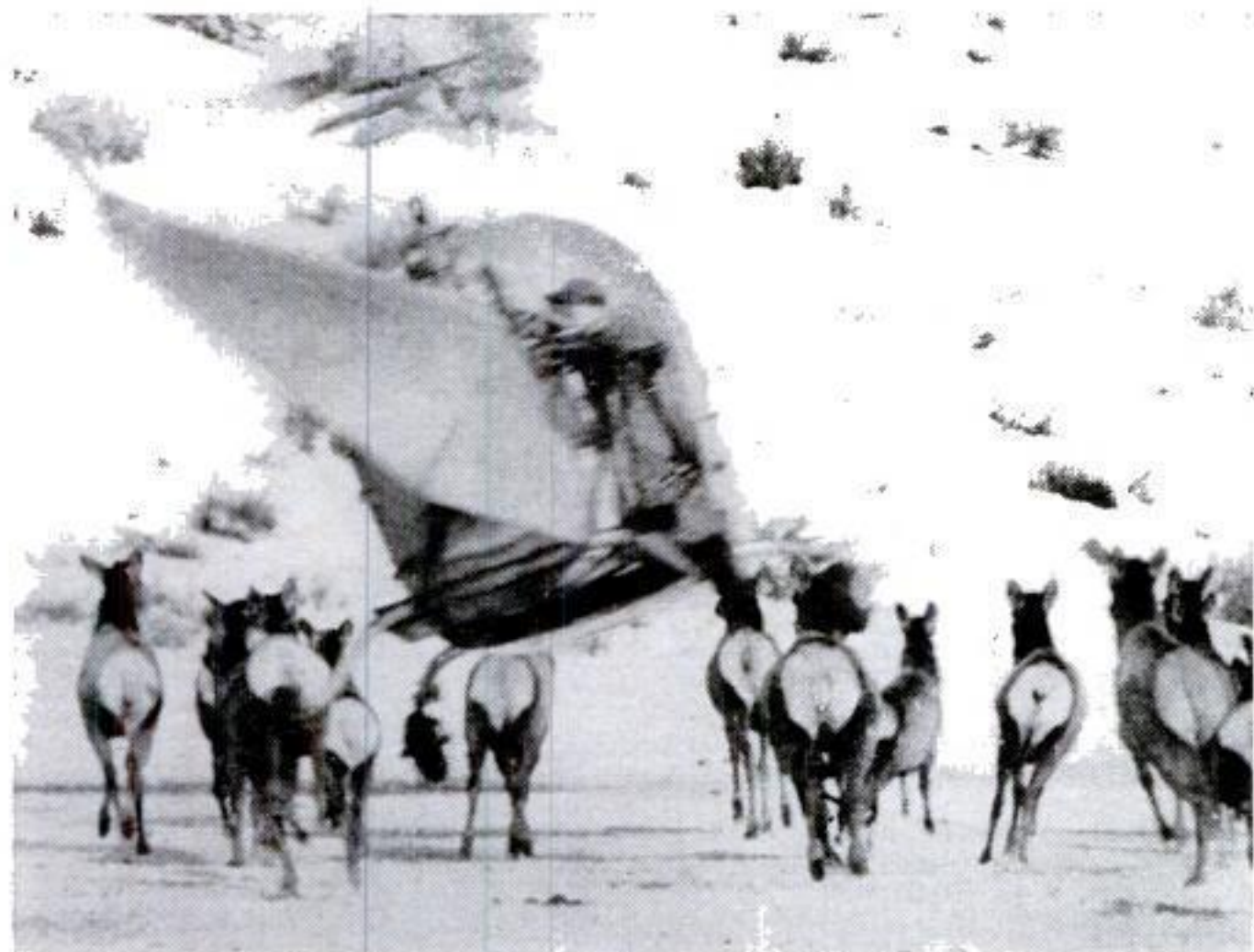
The LIGHT ale
 that's strong on flavor



Try it for a change...and you'll never change back!

AMERICA'S LARGEST SELLING ALE
 P. Ballantine & Sons, Newark, N. J.



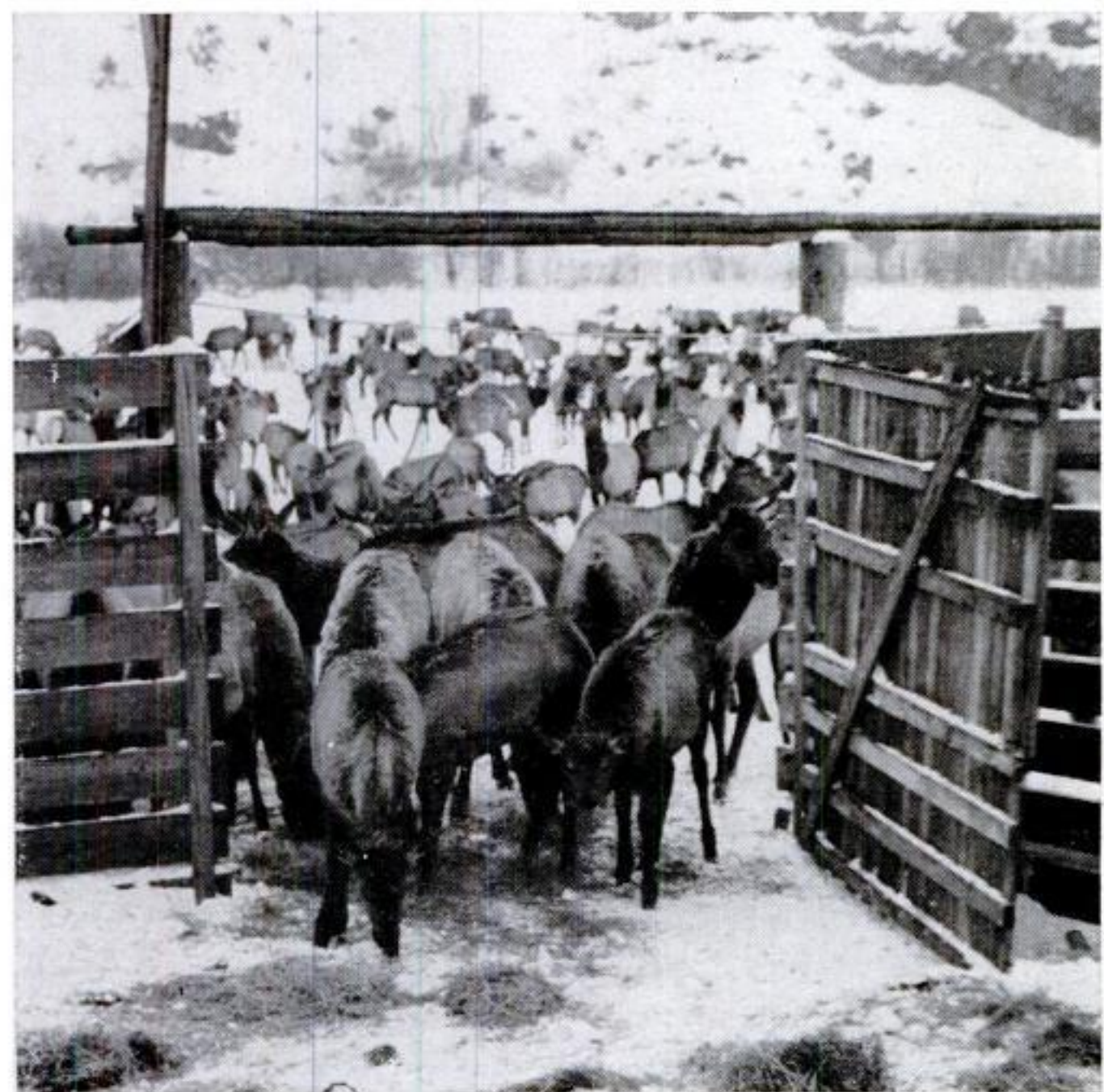


HELICOPTER PILOT HOVERS LOW TO NUDGE ELK TOWARD FEEDING AREA

ELK GET HANDOUT

But Washington fears they may lose self-reliance

For two successive winters subzero temperatures and deep snows have driven elk from their 35,000-acre refuge in Washington's Cascade Mountains down to the rich Yakima Valley for food. When orchard owners complained the elk were nibbling on their apple trees and causing thousands of dollars worth of damage, the state game department began rounding up the elk into specified areas where they could be given regular feedings of hay (*opposite page*). This was expensive. A helicopter was required to herd the elk, and they consumed \$21,000 worth of hay in two winters. But a new interest in elk brought a boom in hunting licenses which, at \$10.50 a license, more than made up the cost of the hay. What worried authorities was the effect on elk which were spending all their time at the stations and waiting for the food to arrive, thus running the danger of losing their self-reliance and becoming soft. The state is tagging them and taking a census to see next winter how many return to the same spot, how many die when left on their own. Then the state will decide whether to continue the feeding.



ELK ARE LURED into a corral at feeding station by hay placed on ground (foreground). After 20 or 30 have entered, gate is closed and the elk are tagged.

←ELK WAIT ON HILLSIDE FOR HAY TO BE UNLOADED

CONTINUED ON NEXT PAGE

America's largest selling brandy

CORONET brandy

makes the lighter highball...

makes your

favorite cocktail



Write today for Coronet's free recipe booklet, "29 ways to use Coronet V. S. Q." Brandy Dist. Corp., N. Y. 1, N. Y. California Grape Brandy 84 proof.

Sunbeam

DOUBLE AUTOMATIC

IRONMASTER

REG. U. S. PAT. OFF.

You've got it
**UNDER
YOUR THUMB!**



Easy to see...
Easy to set!

HOT in 30 seconds

HEATS QUICKER, STAYS HOTTER, IRONS FASTER

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.



SAFE
steady Low heat
that will
not scorch
the finest
lingerie.

SUNBEAM HAS the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

SUNBEAM HAS the Quick, Steady Heat made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.

QUICK
steady High
heat for
your heavy,
dampened
linens.



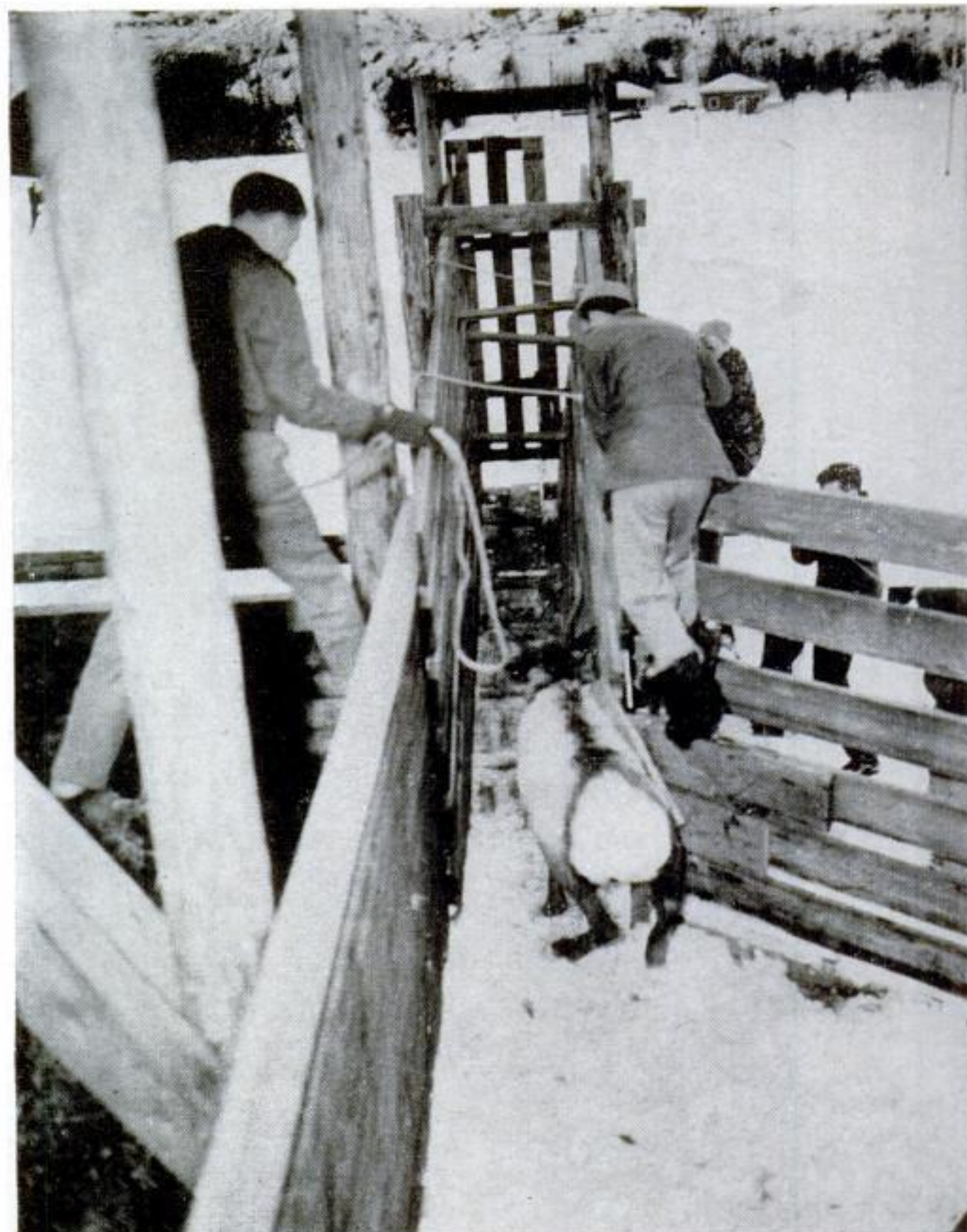
IN ADDITION, IT HAS the air-cooled, wrist-resting handle... larger ironing surface... permanently attached cord set... new streamlined beauty. Now available in two weights: the 4 lb. Ironmaster with the famous Hard Steel Chrome-plated sole plate, and the 2½ lb. Ironmaster with the aluminum alloy sole plate for lighter weight.

See your dealer.

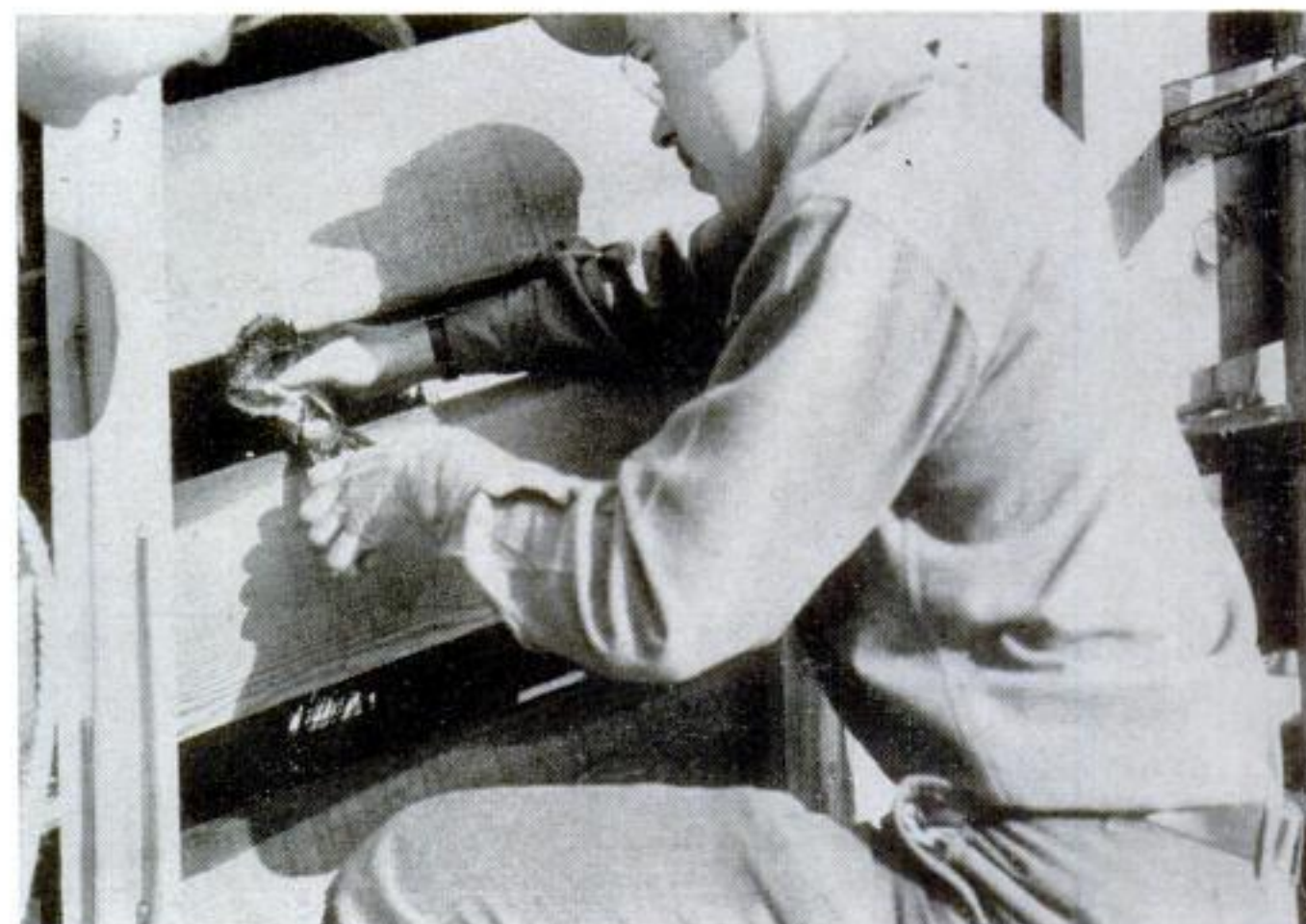
© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois • Toronto 9, Canada

Famous for Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, WAFFLE BAKER, etc.

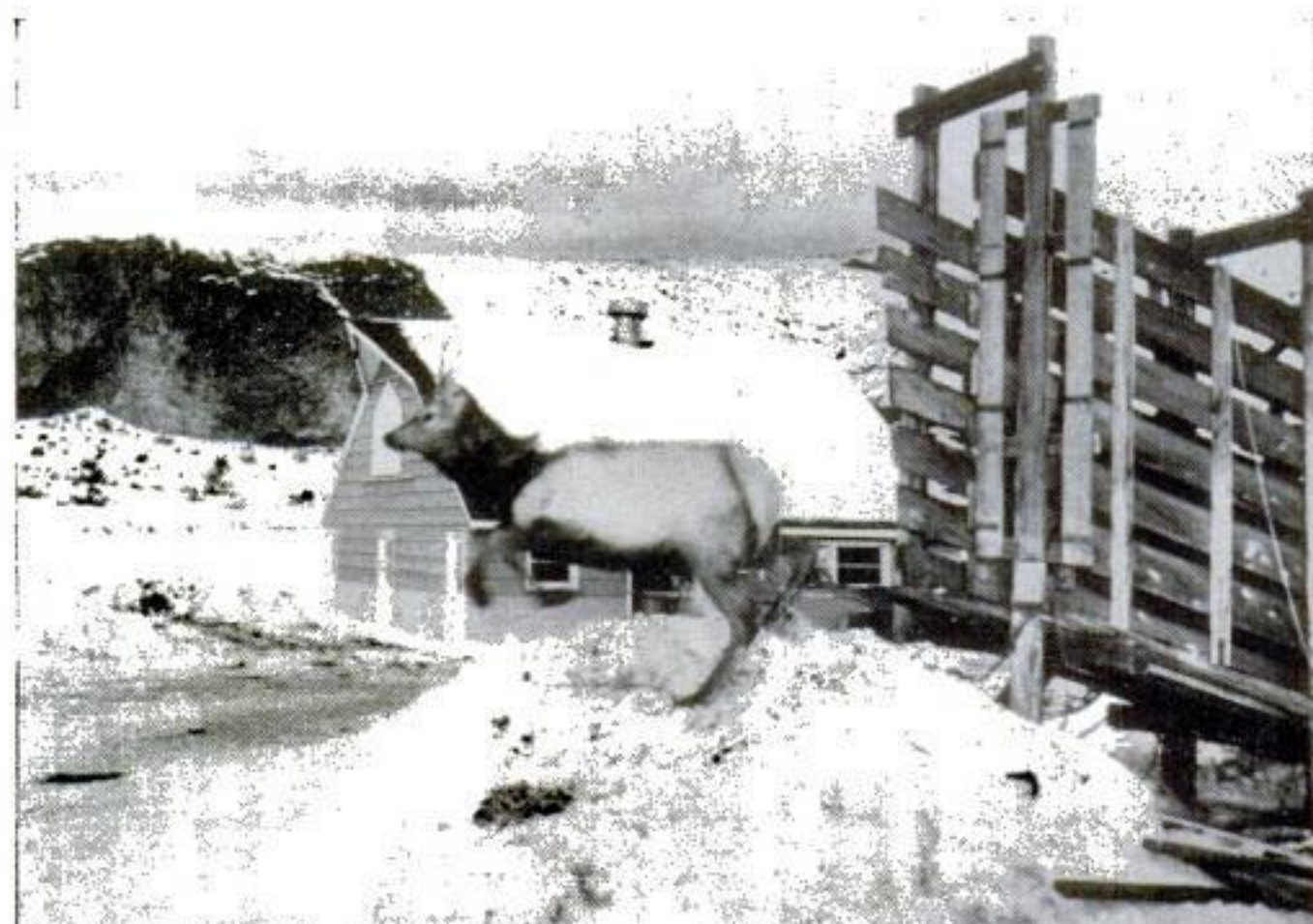
Elk Get Handout CONTINUED



INTO CHUTE at corner of the corral goes an elk. After he is inside, hinged side of the chute will be pulled toward him, pinning him in place for tagging.



ONTO ELK'S EAR goes new tag. Of 203 elk tagged last year at Oak Creek refuge, 76 died—65 shot during hunting season, 11 found dead of malnutrition.



OUT OF CHUTE dashes newly tagged elk. By end of this month the snows will be melting, elk will begin to return to normal feeding habits for summer.

*prettiest patterns ever
to catch your needle's eye*

in sew easy...easy-to-care-for
yardgoods of **Firestone**

Velon *

You'll scarcely believe your eyes and fingertips! The look and feel of fine fabrics from only 39¢ to 89¢ a yard! Firestone Velon film in exquisite new Beutafilm patterns answers your longing for new draperies, for smart bedspreads, slip-covers, apron and kitchen ensembles and shower curtain sets. With none of the expensive cost and care that fine fabrics demand. Velon shrugs off dust and grime—wipes clean with a damp, soapy cloth. Velon resists weather, water and sun—worth your best sewing because it lasts for years and years. To be sure you're getting all the wonderful, long-wearing qualities of Velon, look for the trade mark "Beutafilm of Firestone Velon" on the end of yard goods tubes at drapery and yard goods counters, everywhere.

Ask for these patterns in *Beutafilm* by Hartford Textile

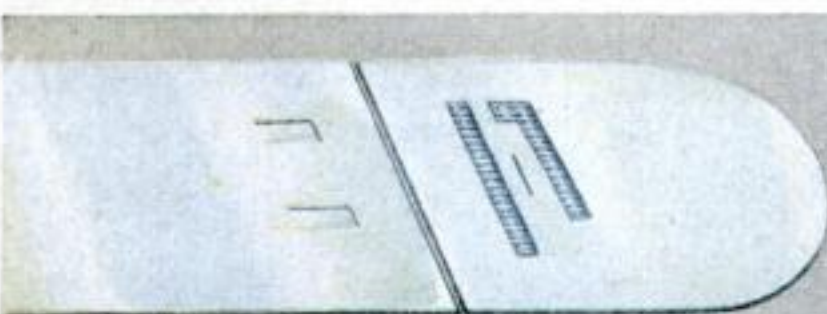


Look for this tag on the plastic products you buy. Your assurance of first quality material.



*TRADE MARK ©1951 FIRESTONE PLASTICS COMPANY, POTTSTOWN, PA.

Listen to the Voice of Firestone Monday Evenings over NBC



EASTER SUNDAY
MARCH 25TH

Remember Her with a

Whitman's
Sampler

SPECIALLY DECORATED FOR EASTER



A WOMAN
NEVER FORGETS
THE MAN
WHO REMEMBERS

SHEILAH BECKETT

COPY. 1951, STEPHEN F. WHITMAN & SON, INC., PHILA.



CLERGYMAN TESTS "SKYMASTER" OF BOURBON, RUM, VERMOUTH, LIQUEUR



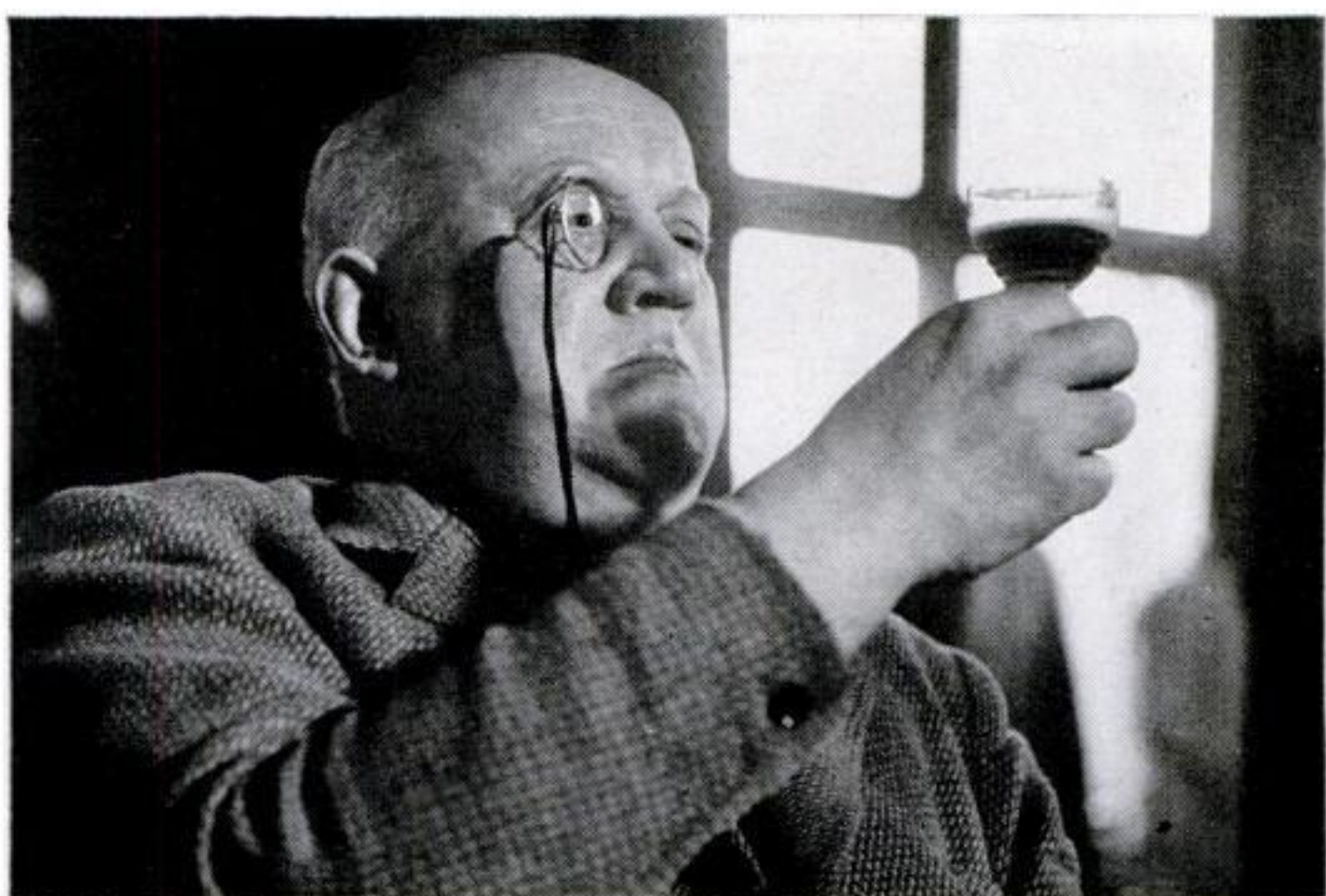
HOUSEWIFE TRIES "MINE HOST," BASED ON SCOTCH, SHERRY, VERMOUTH



BUSINESSMAN ENJOYS A "MAYFIELD": SLOE GIN, SHERRY, ORANGE JUICE



HOTEL MANAGER SHUTS EYES FOR "ELEVATOR": SCOTCH, LIQUEUR, APERITIF



ACTOR GIVES CHIN-UP TREATMENT TO "JOANNINA": LEMON GIN, LIQUEURS



WINE MERCHANT IS WARY OF "PROVOCATION": LEMON GIN, LEMON JUICE

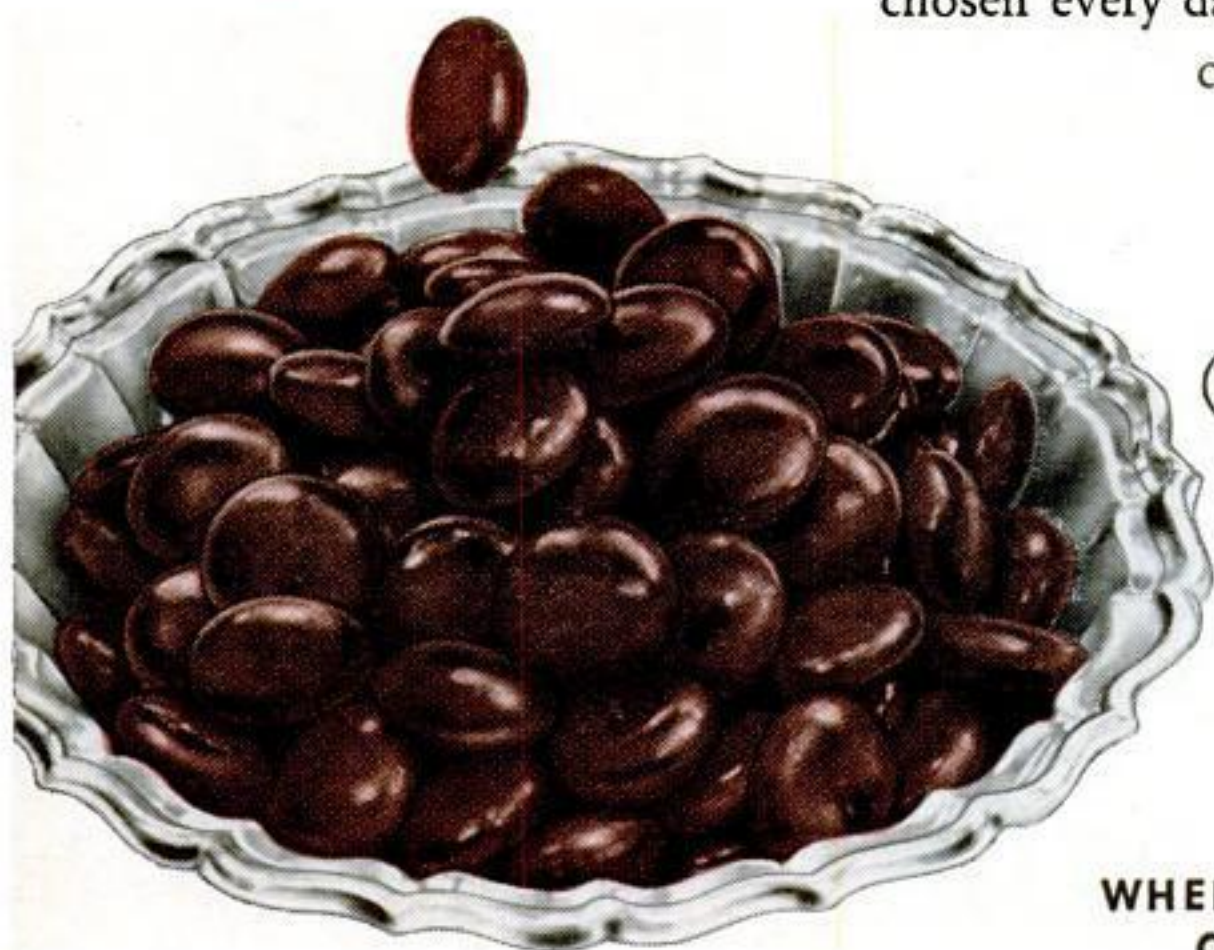
CHAMPION COCKTAILS

Last month in the English resort of Torquay, 275 judges sat down to a giddy task: picking the best original cocktail of 250 entries in the cocktail competition of the United Kingdom Bartenders Guild. It took three days of tests (*above*) before the intrepid judges sipped a winner (*p. 68*).



New!
CHOCOLATE
MINT PATTIES
in miniature!

Take the delightful chocolat-ee, mint flavor of chocolate covered mint patties...add the tempting "can't leave-'em-alone" pleasure of their nibble-size and you quickly see why *millions* of Welch's Junior Mints are chosen every day for downright candy enjoyment!



WHEREVER
 CANDY IS SOLD!

...also available
 in this New
 10¢ package



a product of the James O. **Welch** Company, Cambridge, Mass.

Cocktails CONTINUED



LONDON BARTENDER NAMED RAZOUVAIEFF WON WITH THESE INGREDIENTS

500 BOTTLES, 1,000 COCKTAILS

To judge its competition the United Kingdom Bartenders Guild called on a group made up half of experienced tasters, like chefs and hotel managers, and half of ordinary people who just happened to like cocktails. Working in teams of three, the judges usually tested drinks in groups of four. The winner in each "group" went on to meet other winners. All told, some thousand cocktails were mixed from more than 500 bottles before the judges chose the champion: "Rye Lane," made with whisky, white curaçao and orange flavoring and two dashes of *crème de noyaux* (almond-flavored liqueur). Only one sour note marred the fun. In past years leftover cocktails were given to bystanders, but so many people got so drunk that this year leftovers were poured down the drain.



TEATIME for bartenders is relief from such liquids as Greek wine and passion juice. Proxies mixed drinks for entrants who could not appear in person.

NOW! NEW! HEARING that sets your life hitting on ALL SIX!

for BETTER HEARING for people with a minimum of residual hearing!

for people who need BETTER HEARING through power that can be cut down, to a whisper!

for BETTER HEARING for people whose present hearing aid is inadequate!



Here's POWER! Plenty of it! The *first* SIX-TUBE hearing aid ever made! Provides a range up to TEN TIMES MORE POWER than ordinary hearing aids! But *controlled* power!

Not only does it open new possibilities of hearing to the very severely deafened . . . people whose present hearing aid is inadequate . . . people with a minimum of residual hearing . . . people who need better hearing through power that can be cut to a whisper.

But to a host of folks only moderately handicapped it offers a new, exciting *quality* of hearing. A new FRESH vitality of sound! With bone conduction, it's wonderful!

Yet all this power is under the most amazing control. The ELECTRONIC BRAIN, a brilliant engineering triumph, gives automatic volume control, and prevents loud noises from blasting the ear. Makes hearing easier! The Scotch Battery Brake is an automatic monitor keeping the current needed for ordinary conversation down to a minimum. Makes hearing less costly! Tolerance Controls permit much closer personalized fitting. Bifocal control makes hearing more comfortable! And of course, there's the same famous Sonotone "concealability."

But let's pass technical details. This new SIX-TUBE Sonotone is the wonder hearing aid of all time! It opens up a new frontier in hearing. It may make *your* life over and start it hitting on "all six"! And if you have *any* hearing troubles, severe or moderate, you DON'T DARE NOT TO SEE IT!

SONOTONE

ALWAYS FIRST IN BETTER HEARING !

-the FIRST SIX-TUBE HEARING AID

[all-in-one unit]

-with 10 TIMES MORE POWER than ordinary hearing aids!

-with the ELECTRONIC BRAIN!

-with the SCOTCH BATTERY BRAKE!

-with PERSONAL TAILORED FITTING!

-and A NEW WAY TO HEAR

through a TINY, JEWELLED PIN . . . with no visible outside microphone cord! No button need show in your ear!



Hear through a tiny jeweled pin, worn by women as costume jewelry and by men as an attractive lapel emblem or tie pin, with *no telltale outside microphone cord*—a Sonotone exclusive!

Mail Coupon NOW

Get the breath-taking, detailed story of this new SIX-TUBE Sonotone. Write for FREE booklet . . . "The New Frontier in Better Hearing." Also, for FREE copy of famous fashion authority's book on how well-dressed women wear Sonotone invisibly on all occasions from beach to ballroom.



SONOTONE Box 502, Elmsford, N. Y.

Rush me special booklet on the new SIX-TUBE SONOTONE. Also your FASHION BOOK ☐ for Women ☐ for Men showing how a Sonotone can be worn so nobody notices it.

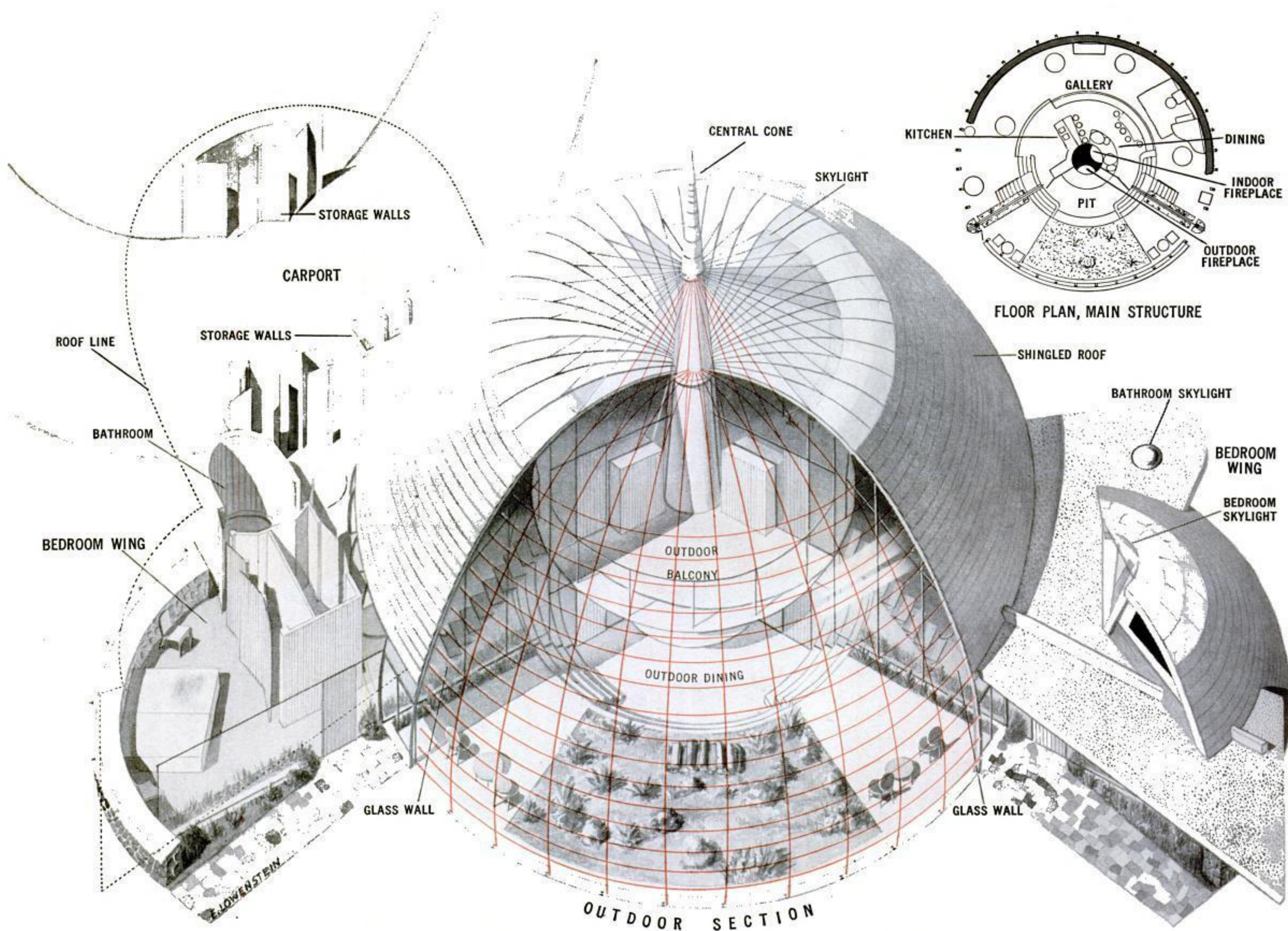
Name

Address Apt.

City State

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CUT-AWAY DRAWING shows most dramatic feature of house: the wedge-shaped outdoor section which is separated from indoors by plate-glass walls and is framed on outside by Quonset ribs (in red). At left: bedroom wing is shown with roof off.

THE ROUND HOUSE

Steel, glass, marbles, copper, rope and coal make a \$64,000 Quonset-hut mansion

PHOTOGRAPHED FOR LIFE BY ELIOT ELISOFFON

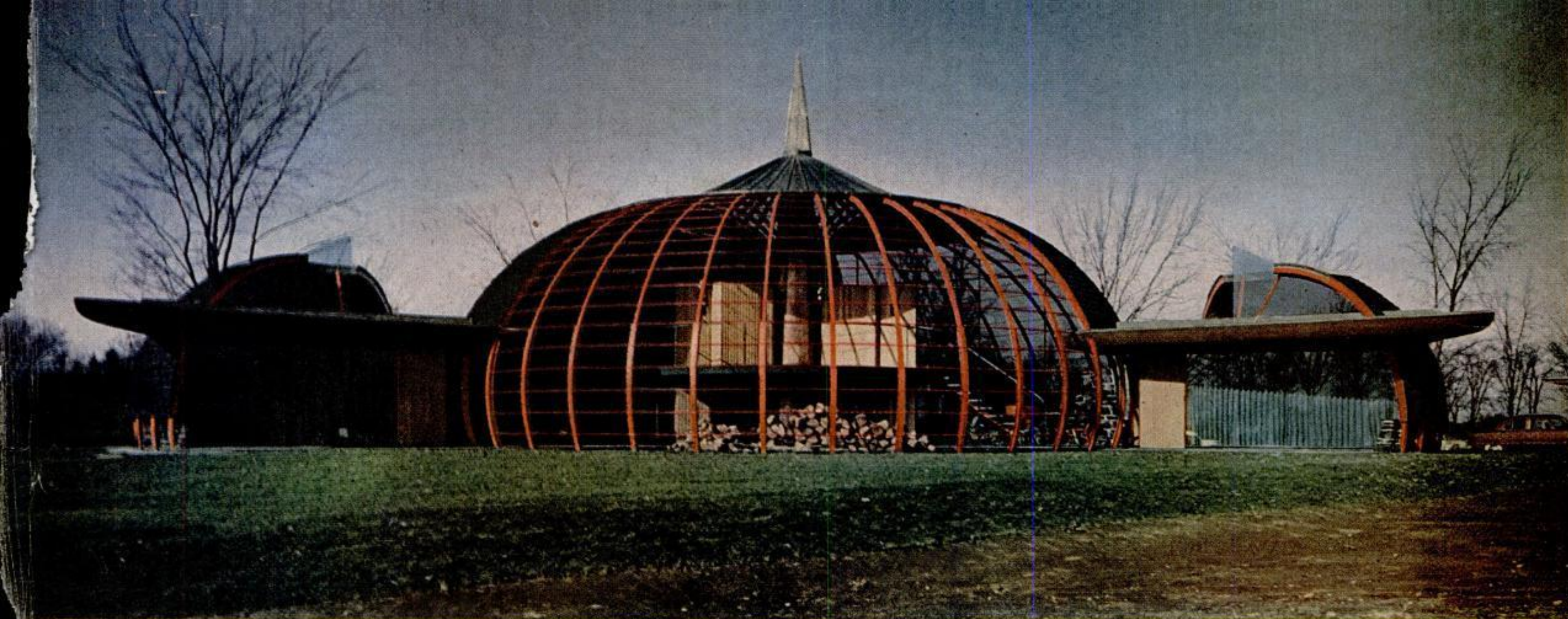
Architect Bruce Goff, one of the few U.S. architects whom Frank Lloyd Wright considers creative, scorns houses that are "boxes with little holes." But he likes circles, believing that a circle is "an informal, gathering-around, friendly form." Working on this theory, he designed a house for the Albert Fords of Aurora, Ill. which makes most modern houses look quaint.

The house consists of a huge, domed center circle, 166 feet around, and two semicircular bedroom wings, all shaped by steel arches made of standard Quonset ribs. At the base of the center sphere, which is built on three levels, is a curved cannel coal wall, treated against smudging and weathering. For sparkle, this wall is studded with ordinary playing marbles and with numerous 100-pound clusters of bright glass cullets, a hardened waste product periodically cleaned from glass furnaces.

Navy surplus rope covers the horizontal ceilings. Cypress siding, laid in a herringbone pattern, lines part of the domes

and walls. There are no windows, so ventilation is provided by hinged louvers and ceiling vents. Chief hazards of the main living space are the glass walls (diagram, above), which carry out Goff's theory of "space moving inside and out." To keep guests from trying to follow suit Mrs. Ford is growing succulent plants in ditches outside the glass walls.

The house, which cost \$64,000, delights its owners. Mr. Ford, who is a gas-company executive, likes the doorless carport ("No trouble now to put the car away"); Mrs. Ruth Van Sickle Ford, who is the director of the Chicago Academy of Fine Arts, is pleased to have a balcony studio where she can paint, a gallery where she can hang pictures and plenty of room where she can entertain—all in a house that requires little care. Friends and curious passers-by are often less delighted. While building was in progress so many people came to gape at what they variously called the "big apple," "birdcage," "dome" or "hangar" that the Fords posted a sign reading, "We don't like your house either."



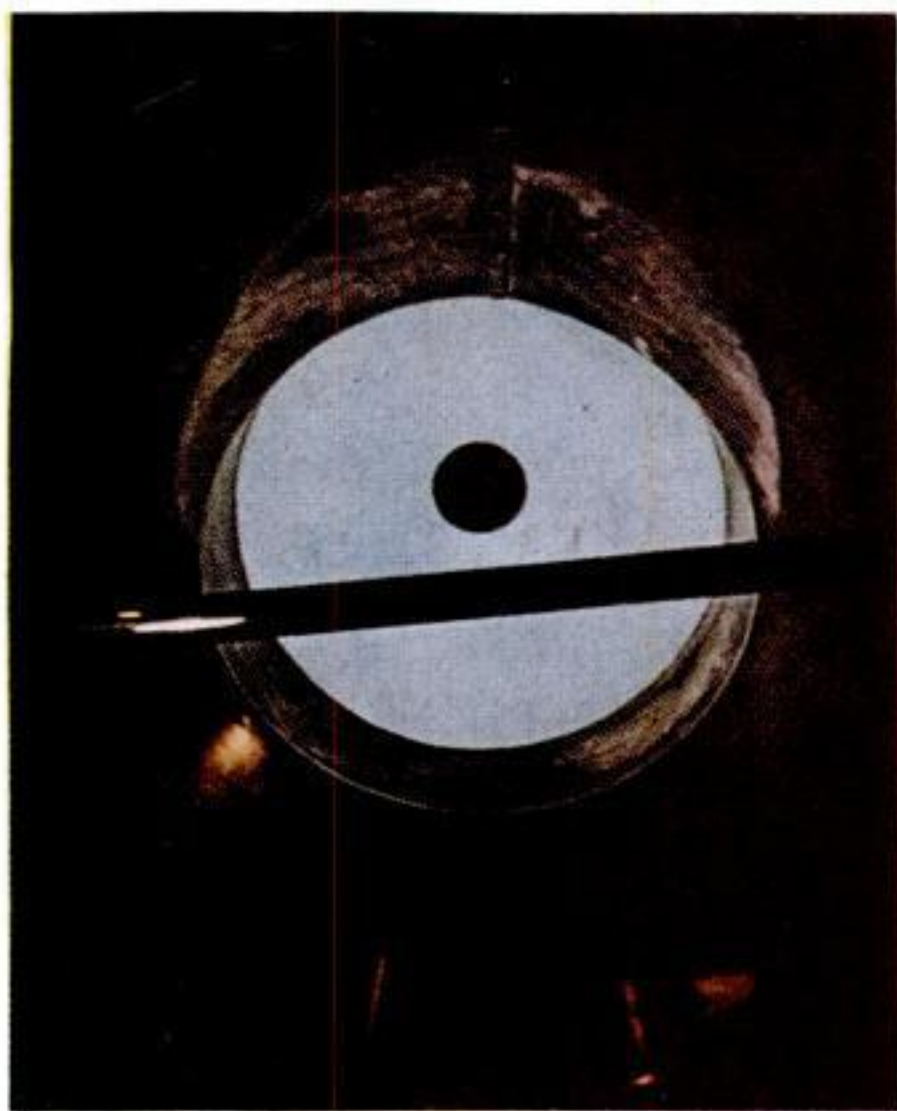
PUMPKINLIKE MAIN STRUCTURE is flanked by two semispherical bedroom wings. Built on $1\frac{1}{3}$ acres, the house is only 100 feet from the nearest neighbor (*far right*). The open side of the house faces away from a crossroad toward back of the plot.



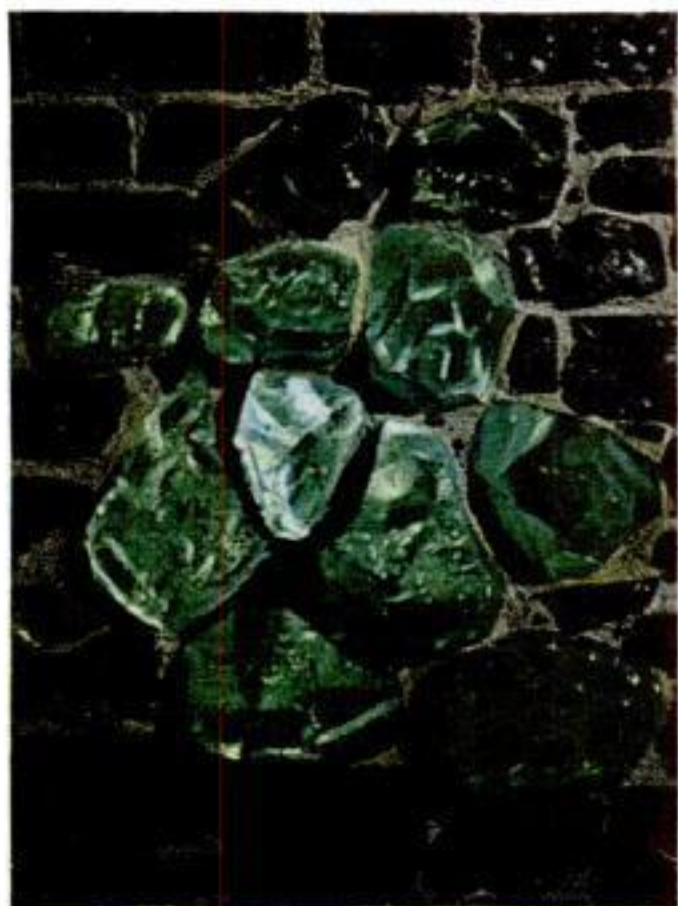
THE THREE LEVELS of main room consist of a gallery enclosed by a curved canal wall 75 feet long, Mrs. Ford's fishnet-hung balcony-studio and a circular central pit. Seated in the dining area of the sunken pit is Mrs. Ford's daughter.

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GOFF HOUSE CONTINUED



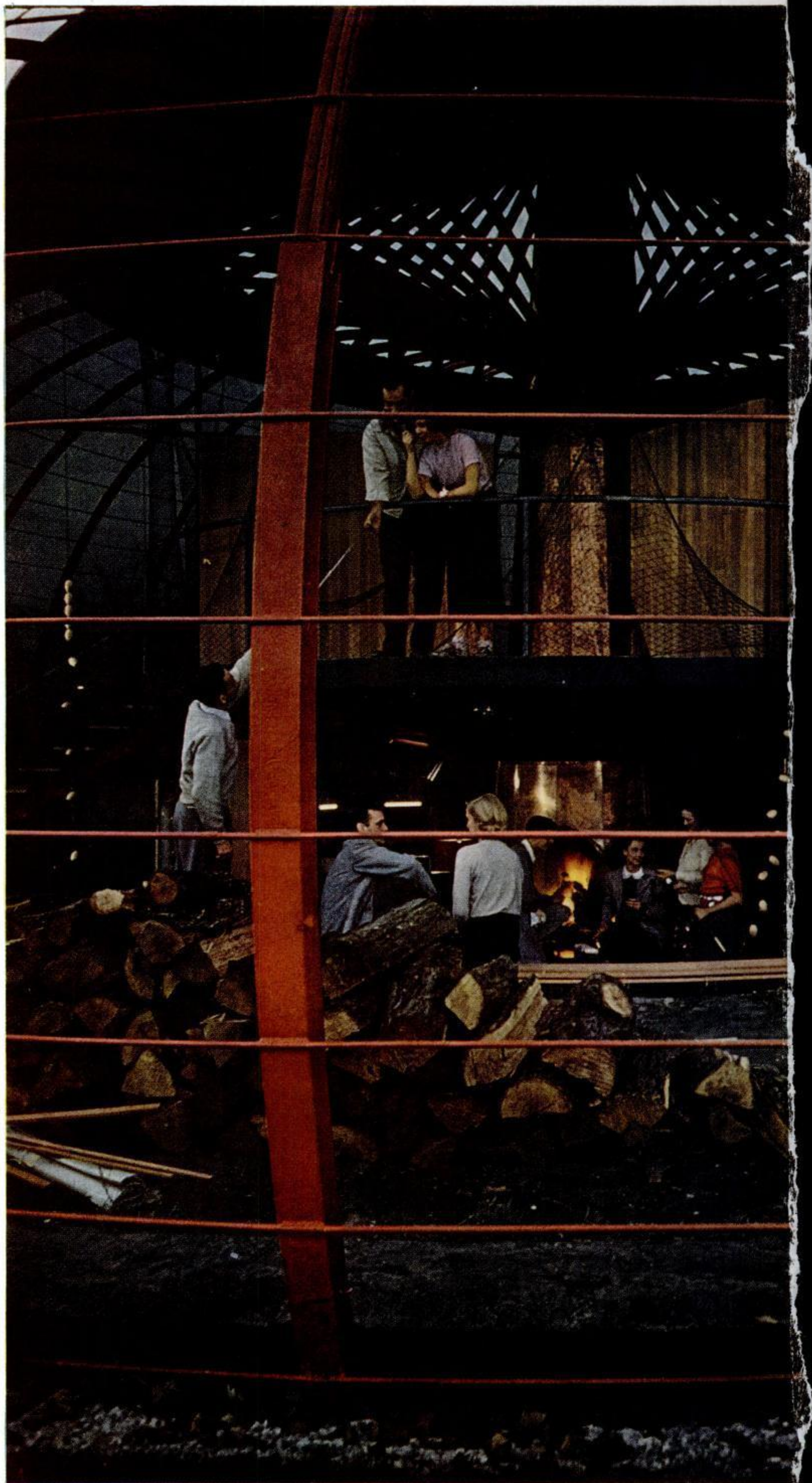
THE BATHROOM SKYLIGHT is a bomber-type Plexiglas blister. This allows natural light to enter bathroom, which in each wing is an interior, windowless room.



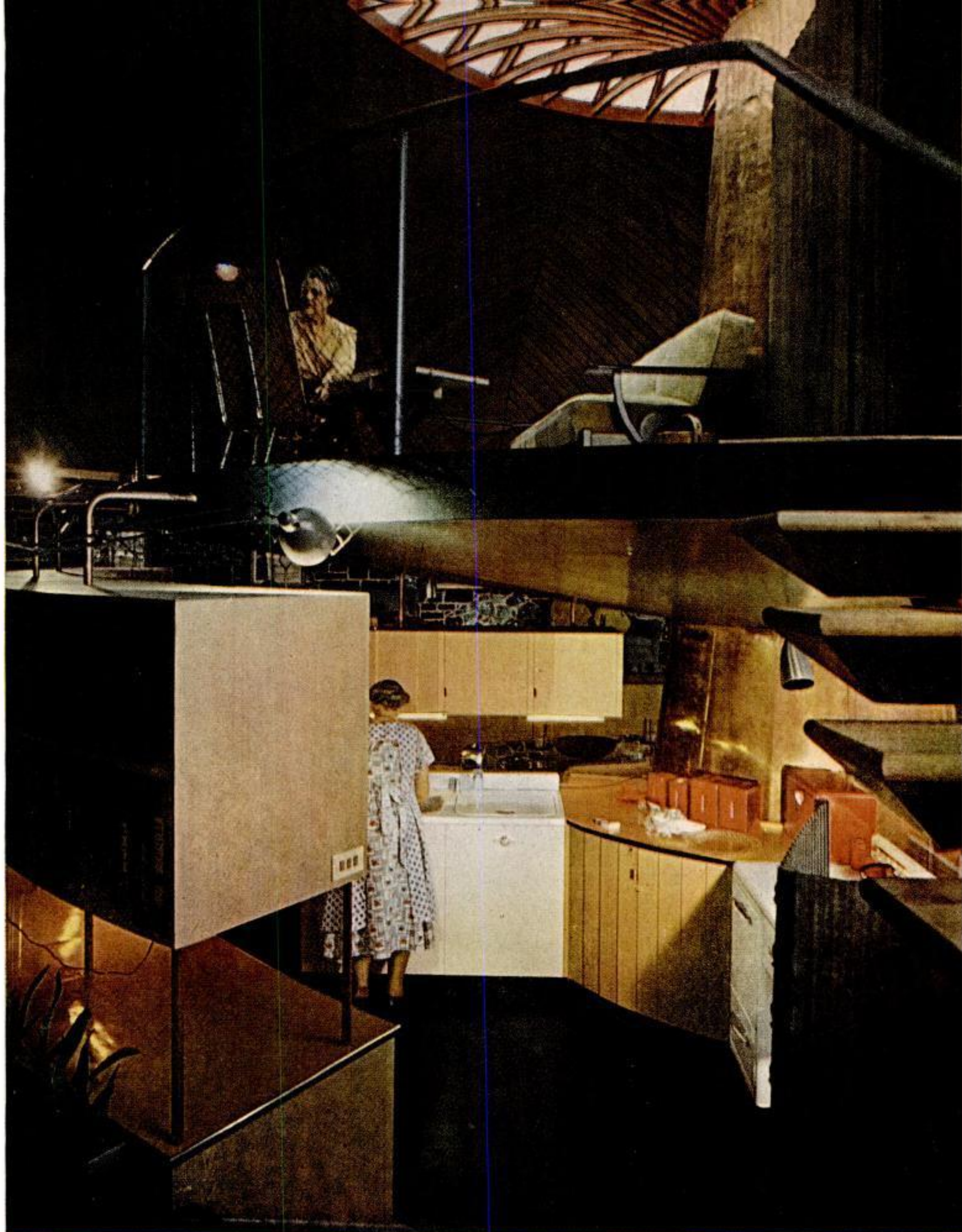
GLASS CULLETS go through the cannel coal wall, sparkle brightly on the inside when the sun strikes their outer surface.



FROM HER BED Mrs. Ford can see the stars through a peaked skylight. Skylight is uncurtained since she is an early riser, likes to have morning light wake her.

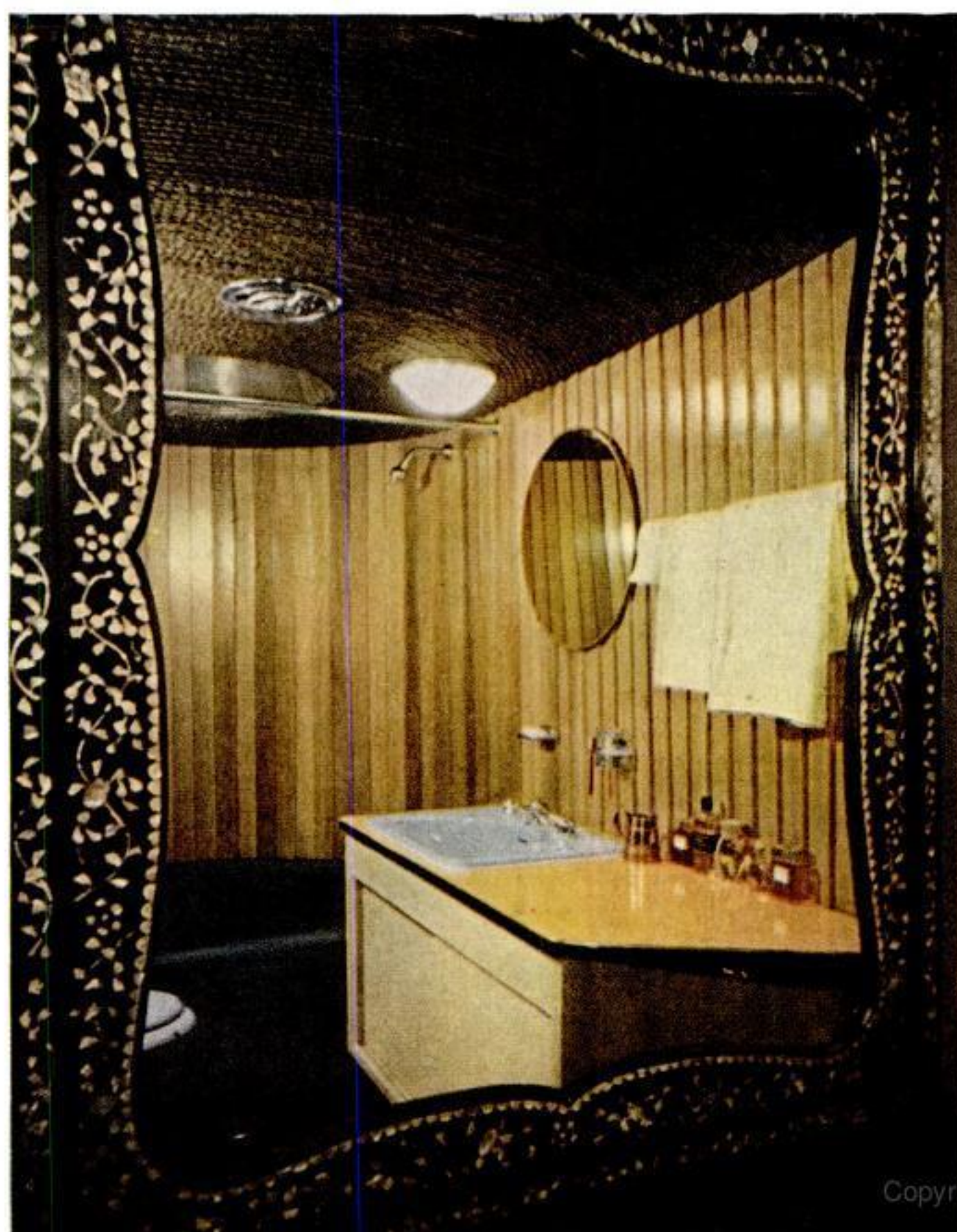


TERRACE cuts into main room like wedge of pie. All levels—gallery, balcony and pit—extend into terrace section. Fireplace is two-faced, one side opening to outdoors, the other into dining area. Eventually the whole terrace will be screened.



TWO WORK AREAS, the kitchen and balcony studio, are in center of main room. Maid washes dishes below, Mrs. Ford paints above. Shelves, hung from balcony, separate kitchen from gallery, are cupboards on one side, bookshelves on other.

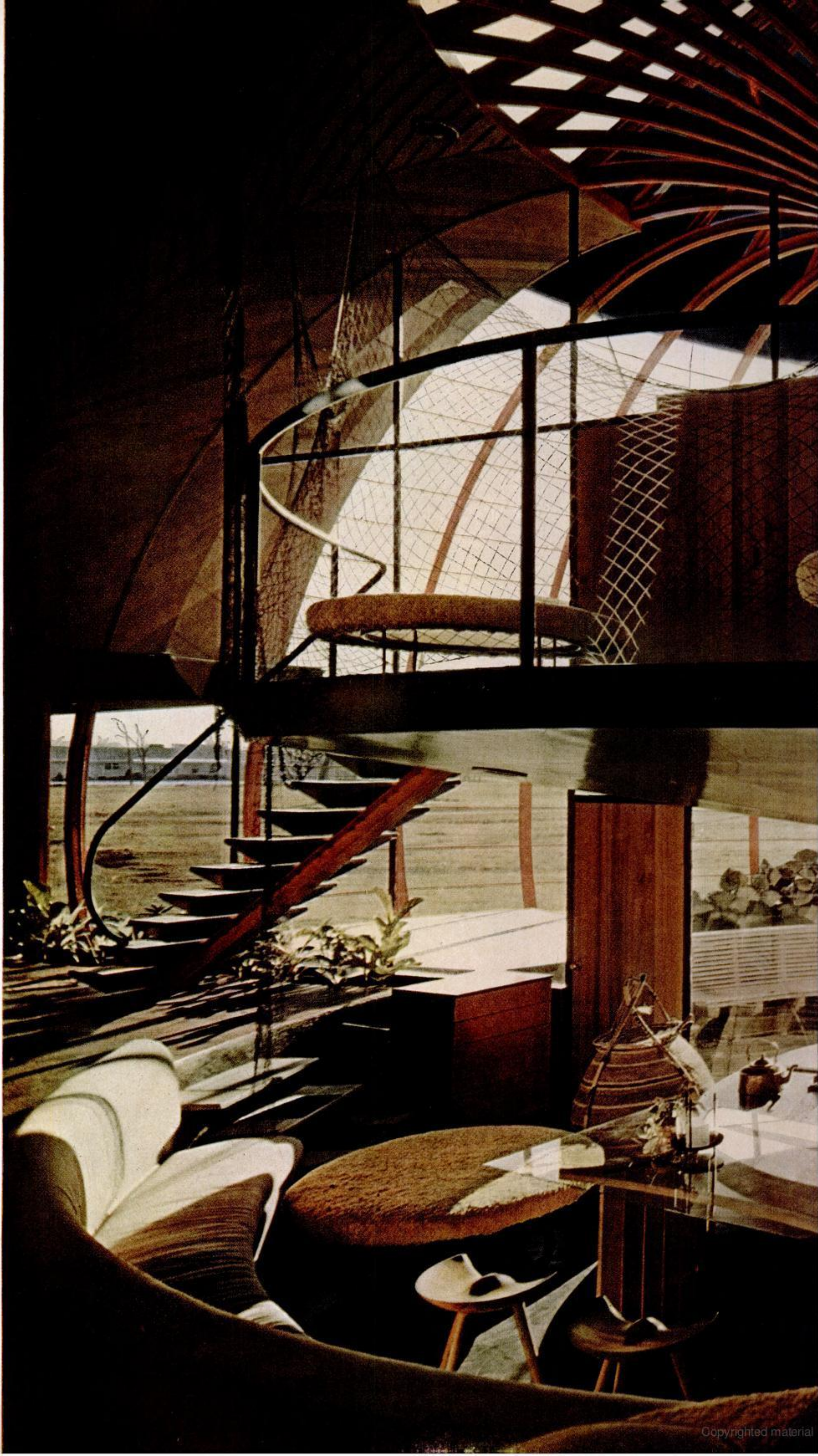
THE MASTER BATHROOM, here reflected in a Chinese mirror, has a black terrazzo tub, rope-covered ceiling, a concrete floor painted black and cypress walls.



GOFF HOUSE

CONTINUED

FLOOD OF LIGHT comes in through glass walls and skylight, burnishing the copper cone. Overhead the Quonset steel ribs arch toward the dome, joining the interior ribs in a pattern that looks like inside of an umbrella. By day the dome lets in sunlight; by night it acts as a reflector for room's indirect lighting. Here, in the kitchen behind the dining counter, Mrs. Ford washes the Sunday breakfast dishes. Most of the furniture, including squat hassocks, was designed by Architect Goff. Mrs. Ford chose the warm color scheme.





America's Finest Soles

AVONITE
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**EXTRA
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OF WEAR



AVONITE SOLES—*dance on them*... look like leather, feel like leather, give two to three times the wear of leather.

AVONITE SOLES—*work on them*... are waterproof—protect foot and general health—keep shoes shapely, new looking.

AVONITE SOLES—*play on them*... are flexible, comfortable, need no breaking in.

AVONITE SOLES

TRADE MARK REG.

JUST THINK what those extra months of wear in AVONITE SOLES mean to a family budget. Children's shoes are outgrown before the soles wear out. For all the family, AVONITE SOLES are the only ones designed to wear as long as the uppers. That's why careful shoppers always look for the Solemark of Quality.

AVON SOLE COMPANY • • • AVON, MASSACHUSETTS
FOR FORTY YEARS SPECIALISTS IN FINE SOLE MATERIALS

AVONITE SOLES are smart looking, firm, lightweight—do not mark floors.

AVONITE SOLES are approved for the Official Girl Scout Shoe.



not on all shoes... just the best ones

A NEW STAR FROM ITALY

The downcast eyes and sedate pose in this picture only partly conceal the impish vitality of Italy's newest movie export. Her name is Pier (pronounced Peer) Angeli, she is 18 years old and her specialty on the screen is bringing poignance and charm to the awkward time of life between adolescence and maturity. She had made only one film in Italy, and learned only a few words of English, when she made her bid for Hollywood stardom. A screen test was shipped to Director Fred Zinnemann in the U.S., and when he arrived in Italy to start making *Teresa* for M-G-M he promptly put her in the title part. It was a hard role: Teresa is a cheerful adolescent who has to face a woman's heavy problems with no one to help her. She leaves her war-torn family in Italy to marry a GI, thinking that he is a hero, but she discovers when she comes to America that he is a poor, shiftless, mother-bedeveled weakling. Pier's special mixture of sweetness and strength makes the part tremendously appealing, and holds together almost singlehandedly a movie which is apt to get pretty dull when the camera leaves her to go chasing after her worthless husband.

Shoes for

MEN

Extra soft, extra supple, extra easy on the fit. That's Roblee's new center-strap B-1134. Smoke elk. Natural colored, flexible, ribbed rubber sole. Super-pliable Soft Stepper construction. Roblee Division, Brown Shoe Company, St. Louis.



When it comes to shoes, you want more than just "men's shoes." You want shoes for MEN! That means Roblee! Because Roblee builds shoes for MEN—rugged, handsome, long-wearing, comfortable... like the Soft Stepper you see here. Roblee picks the smoothest, sturdiest leathers, styles 'em right, packs your money's worth into every pair. Walk into your Roblee dealer's... step out in shoes made for you... for MEN.

11.95 to 16.95

Some styles slightly higher.
Also Roblee Jrs. ... shoes like dad's ...
at Roblee dealers now—8.95-10.95

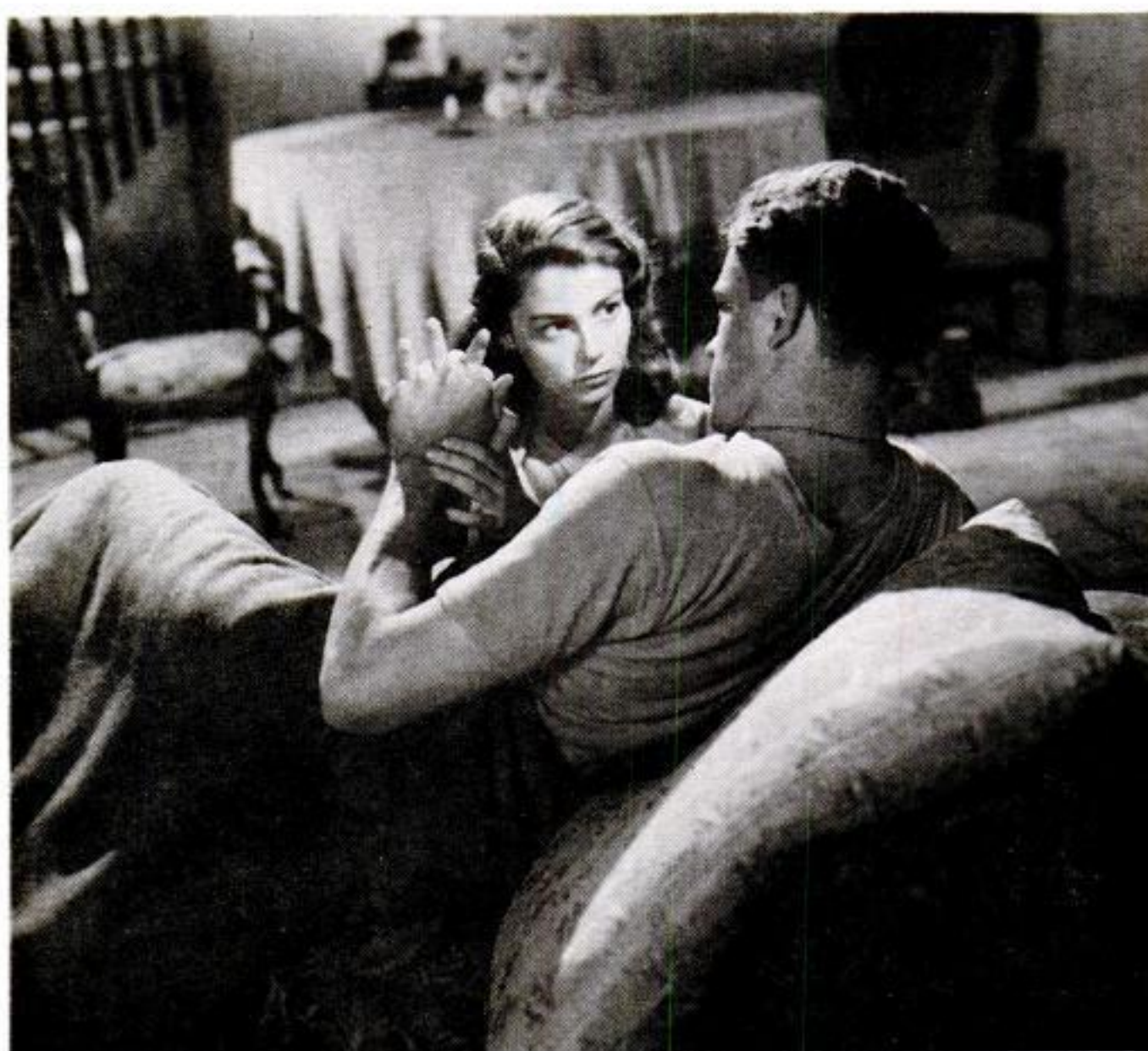
Roblee®

PIER ANGELI CONTINUED

ROMANCE IN ITALY



GI SUITOR for Teresa's hand is a tall young soldier (John Ericson) who meets her beside the town pump, helps her to carry the pail of water back to her home.



COURTSHIP is carried on in Teresa's house, where the soldier is billeted and where he returns after being treated in hospital for bad case of battle fatigue.



A REJECTED GI, here turning to new girl after rebuff by Teresa, is played by Cartoonist Bill Mauldin, who was technical consultant, became an actor.

CONTINUED ON PAGE 80



You are invited

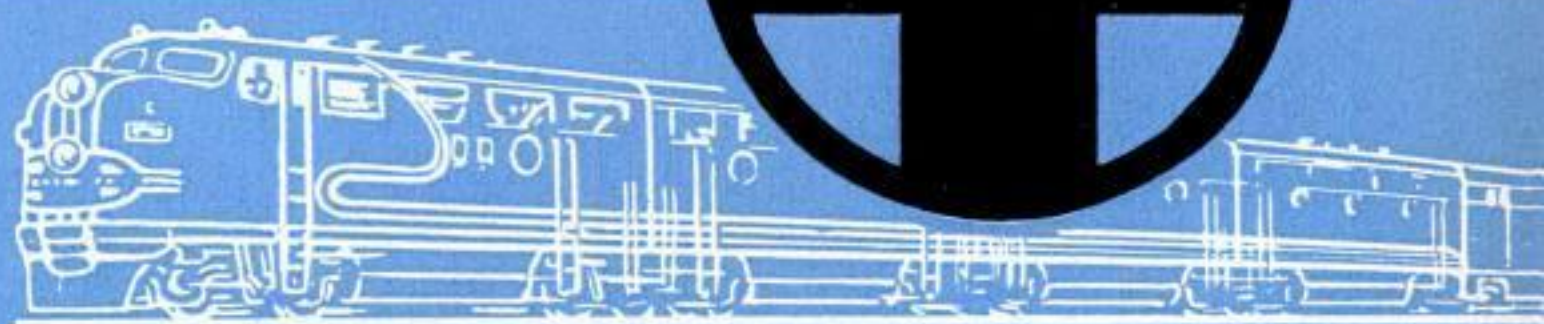
**to entertain a group of your friends privately, en route,
in the Turquoise Room aboard the new Super Chief
... the only private dining room on rails in the world.
It is one of many features that distinguish
this great new train.**

Daily service between Chicago and Los Angeles

new Super Chief

Santa Fe

For Turquoise Room reservations, just consult any Santa Fe ticket agent
or the dining car steward on the Super Chief.





*Swing
over
to E-Z*

Men and boys* can now enjoy day-long comfort in E-Z Underwear and Hosiery. The E-Z name is quickly recognized, having been known for generations on E-Z Children's and Infant's wear.

It will seem so natural to say "I'll take E-Z" for the men and boys in the family. E-Z has knitted cotton T-shirts, athletic shirts, knit briefs and woven shorts. E-Z Men's Hosiery is made in ribbed, argyle and fancy patterns. E-Z Mills, Inc., Empire State Bldg., New York 1, New York.



*men's + boys'
underwear + hosiery*



*BOYS' GARMENTS ARE MARKED FOR WEIGHT AS WELL AS SIZE, TO INSURE PERFECT FIT.

PIER ANGELI CONTINUED

TROUBLE IN U.S.



TERESA'S EYES betray disappointment when her husband takes her to New York home, a dilapidated tenement where he lives under his mother's thumb.



MOTHER-IN-LAW is a nagging, vindictive woman who keeps doing her best to separate the newlyweds, eventually drives Teresa in despair from the house.

CHILDBED for Teresa is in Bellevue Hospital ward. News of the birth brings the husband back, gives him determination to try to live his own life at last.

Join Up, Pardner...it's
Old Sunny Brook
BRAND
Round-Up Time!

Enjoy the whiskey that's
*"Cheerful
as its Name"*

If you want to corral a smoother,
mellower, more luxurious taste all in one
whiskey, then reach, pardner, for Old
Sunny Brook! This genial Kentucky whiskey
has an exceptionally fine flavor that's
been pleasing men since 1891 . . . Treat
yourself to Old Sunny Brook tonight!

KENTUCKY WHISKEY—A BLEND

Available, ALSO,
in many states, as a
**KENTUCKY STRAIGHT
BOURBON WHISKEY**
Old Sunny Brook
WHITE LABEL



LOOK FOR THIS
WATCHMAN
ON EVERY BOTTLE

BOTH 93 PROOF • OLD SUNNY BROOK BRAND KENTUCKY WHISKEY—A BLEND, 65% GRAIN NEUTRAL SPIRITS • THE OLD SUNNY BROOK COMPANY, LOUISVILLE, KENTUCKY

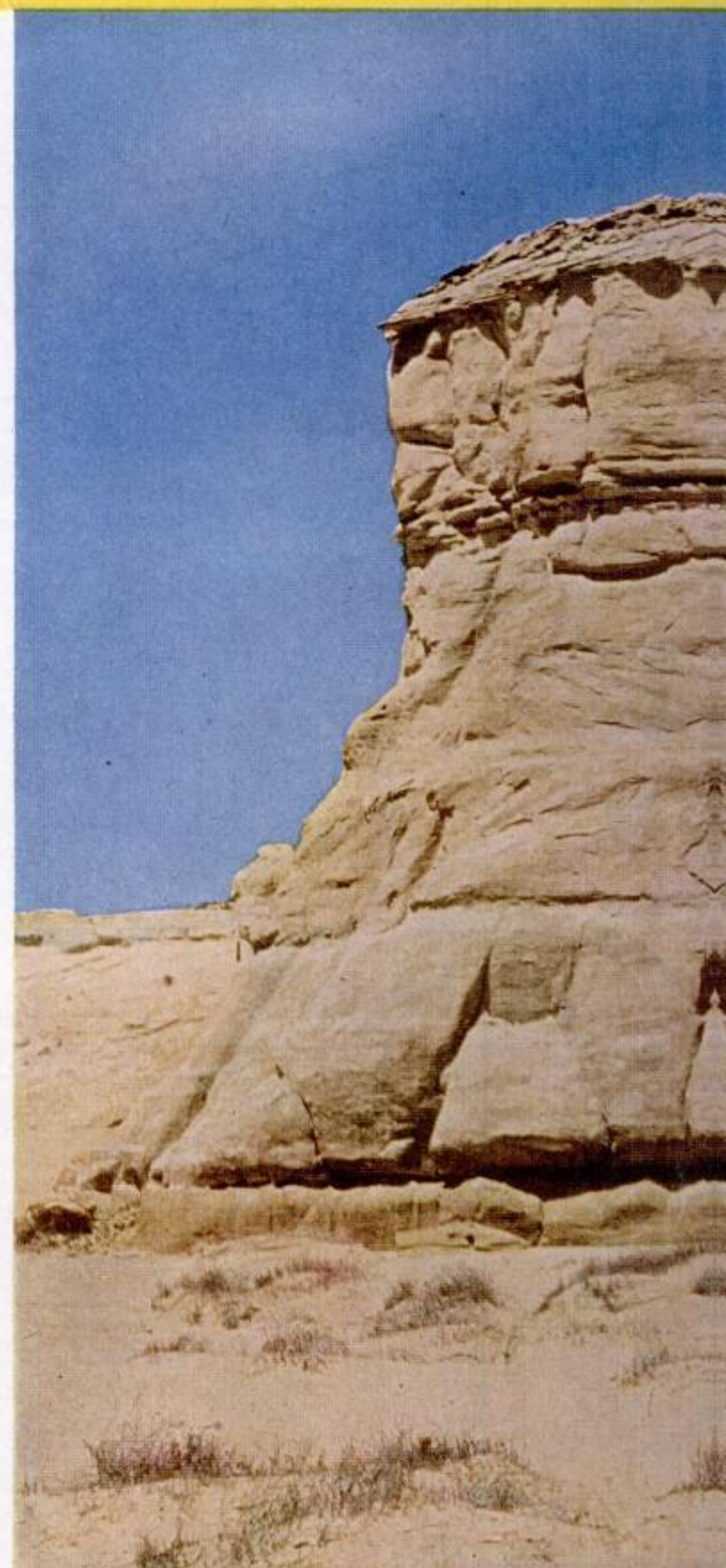
To get there...

MORE PEOPLE RIDE ON GOODYEAR



Traveling to Niagara Falls (left), the Arizona Desert (center), Golden Gate (right)—or to any other spot in our dramatically beautiful country—more cars roll on Goodyear tires than on any other

kind. And it's to your advantage to know why. It's because car makers—as a result of their own tests—put more Goodyear Super-Cushions on the new cars than any other tire. It's also because



motorists, in their own day-after-day driving experience, find that the Super-Cushion leads in all-around performance—and they buy more Goodyear Super-Cushions than any other low-

Super  *cushion*

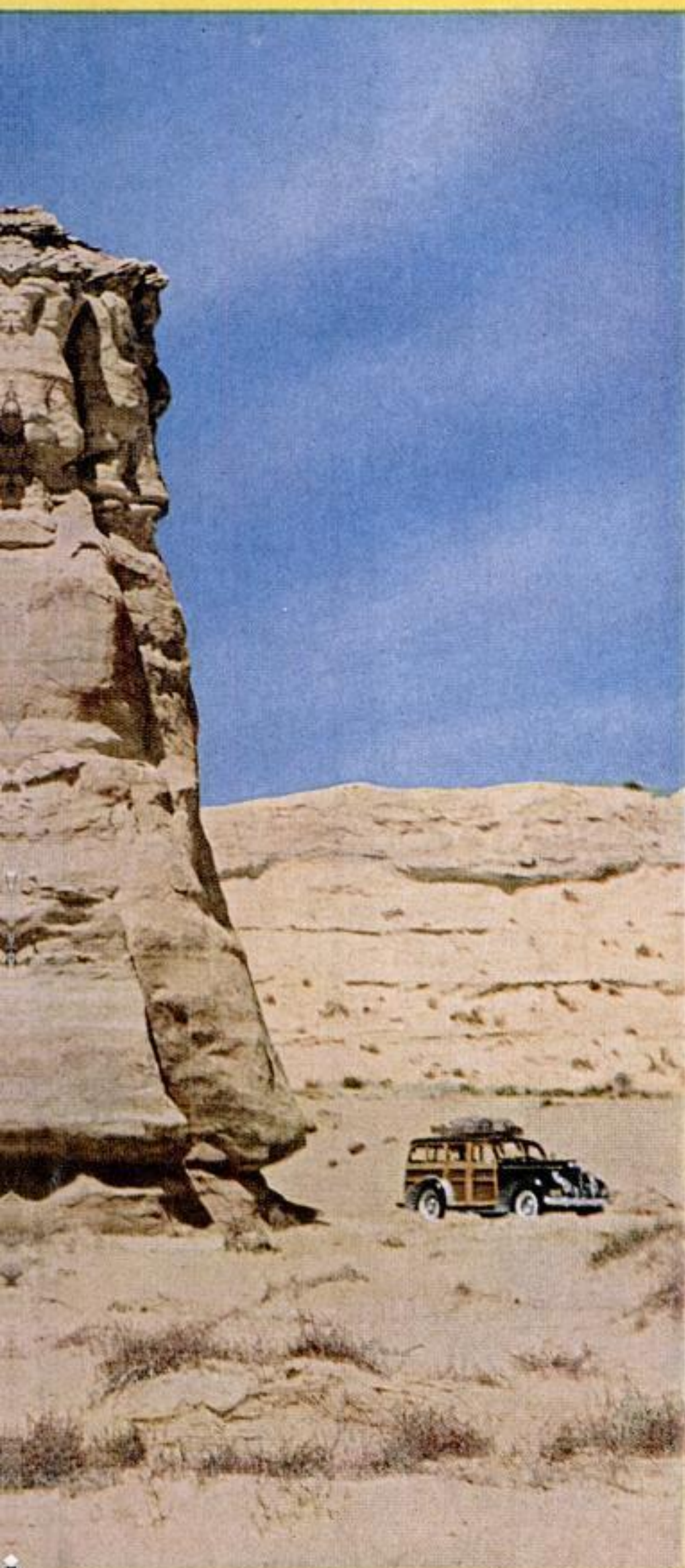
by

GOODYEAR 

Super-Cushion, LifeGuard, T.M.'s—The Goodyear Tire & Rubber Company, Akron, Ohio

THE GREATEST NA

TIRES THAN ON ANY OTHER KIND!



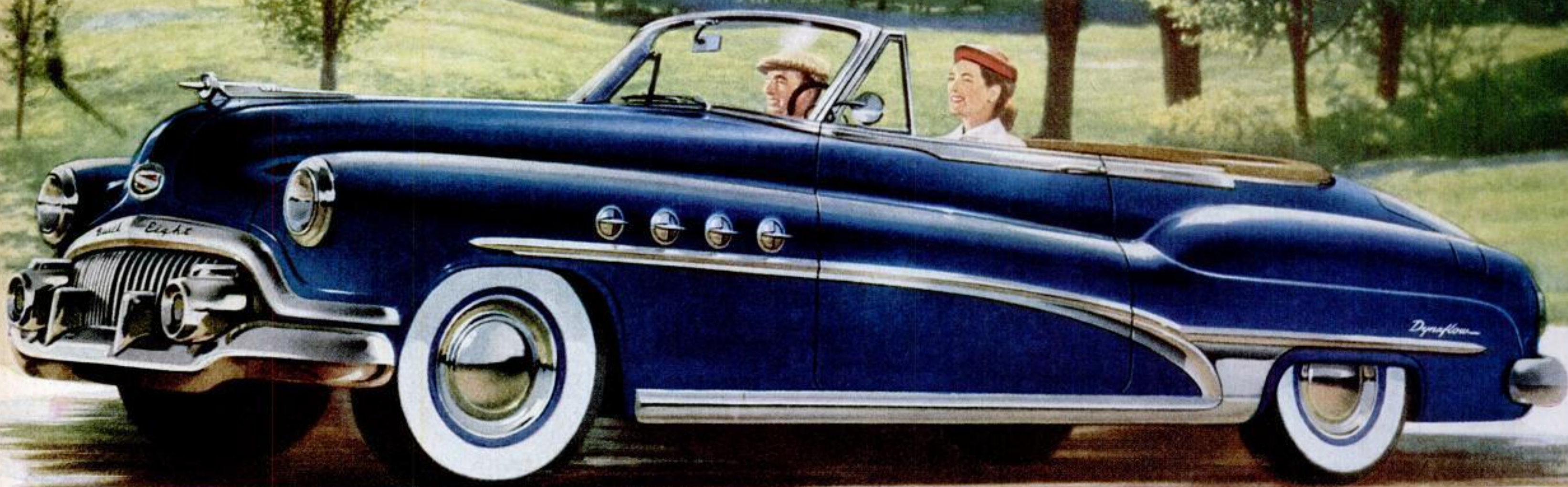
pressure tire. Doesn't it stand to reason that the tire that gives the most people the greatest satisfaction—in safety, soft ride and mileage—is the best tire for you to buy?

GOODYEAR

MADE IN RUBBER



The safest tires deserve the safest tubes! Get famous LifeGuard Safety Tubes by Goodyear. They make any blowout harmless!



Gay, gorgeous, great-powered—the 1951 Buick Convertible. Pick yours from three price ranges—ROADMASTER (illustrated), SUPER or budget-priced SPECIAL.

What are the Balmey Breezes saying?

THERE'S a new stir of life in all outdoors. Soft winds are saying—winter's on the wane, and summer's not far ahead.

And what, good sir, are you going to do about it? We can offer one thrill-packed suggestion.

Give thought to the car that lets you make the most of golden days and moonlight evenings.

Eager power—Fireball power—awaits the unleashing touch of your toe on the gas treadle.

Windows wait to glide smoothly downward, opening up a free and uncluttered view of the world.

Tops wait to swing back and reveal the heavens above you.

Stout and gentle coil springs on all four wheels wait to buoy you over highway or byway.

And Dynaflo Drive waits to provide fluent and effortless mastery of every mile you travel.

So why not give thought to a fleet-stepping, fleet-lined Buick Convertible? This year you can take your choice of a SPECIAL, SUPER or ROADMASTER—at prices which make each the smart buy in its price bracket.

This is something you'd better check—and quick—with your Buick dealer. How about seeing him not later than tomorrow?

FIREBALL POWERED
"Smart Buick's Buick"

Standard equipment, accessories, trim and models are subject to change without notice.

No other car provides all this:

DYNAFLOW DRIVE*—saves strain on driver and car

FIREBALL POWER—high-compression, valve-in-head engine gets more good from every drop of fuel

PUSH-BAR FOREFRONT—combines smart style and unsurpassed protection

WHITE-GLOW INSTRUMENTS—greater clarity at night

TORQUE-TUBE DRIVE—steadies ride, improves driving control

*Standard on ROADMASTER, optional at extra cost on other Series.

4-WHEEL COIL SPRINGING—cushions ride, saves servicing costs

DUAL VENTILATION—outside air fed separately to right or left of front compartment

SELF-ENERGIZING BRAKES—hydraulic—multiply pedal-pressure five times at brake drum

DREAMLINE STYLING—tapered, car-length fenders, gleaming sweepstakes on most models

Plus: Self-locking luggage lid, StepOn parking brake, two-way ignition lock, Safety-Ride rims, Hi-Poised engine mounting, Body by Fisher

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Your Key to Greater Value

Tune in HENRY J. TAYLOR, ABC Network, every Monday evening.

SEE YOUR NEAREST BUICK DEALER

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Man with His Bag Packed



EVEN WHEN DESK IS A CYCLONE CENTER MIKE DI SALLE MANAGES TO RESEMBLE A BUDDHA

U.S. PRICE BOSS LEARNS HOW TO BE EXPENDABLE AND LIKE IT

by ERNEST HAVEMANN

THE two price bosses everybody remembers from World War II were Leon Henderson, a burly little fire-eater, and Chester Bowles, a tall and lanky charmer from the advertising business. Henderson was a terrible-tempered Mr. Bang who yipped, yapped, scolded and bullied. Bowles was a honeydrinker who seldom raised his voice. Yet what everybody remembers best is that both of them, in their disparate ways, were men of iron will. They knew best; in fact at times they seemed to know everything; and anybody who dared disagree with them was sure to get a terrible cussing or a polite but pointed summons to a hearing. This is why the nation was totally unprepared for and is still baffled by the new 1951-model price boss, a mild, friendly and completely unpretentious lawyer named Michael Vincent Di Salle.

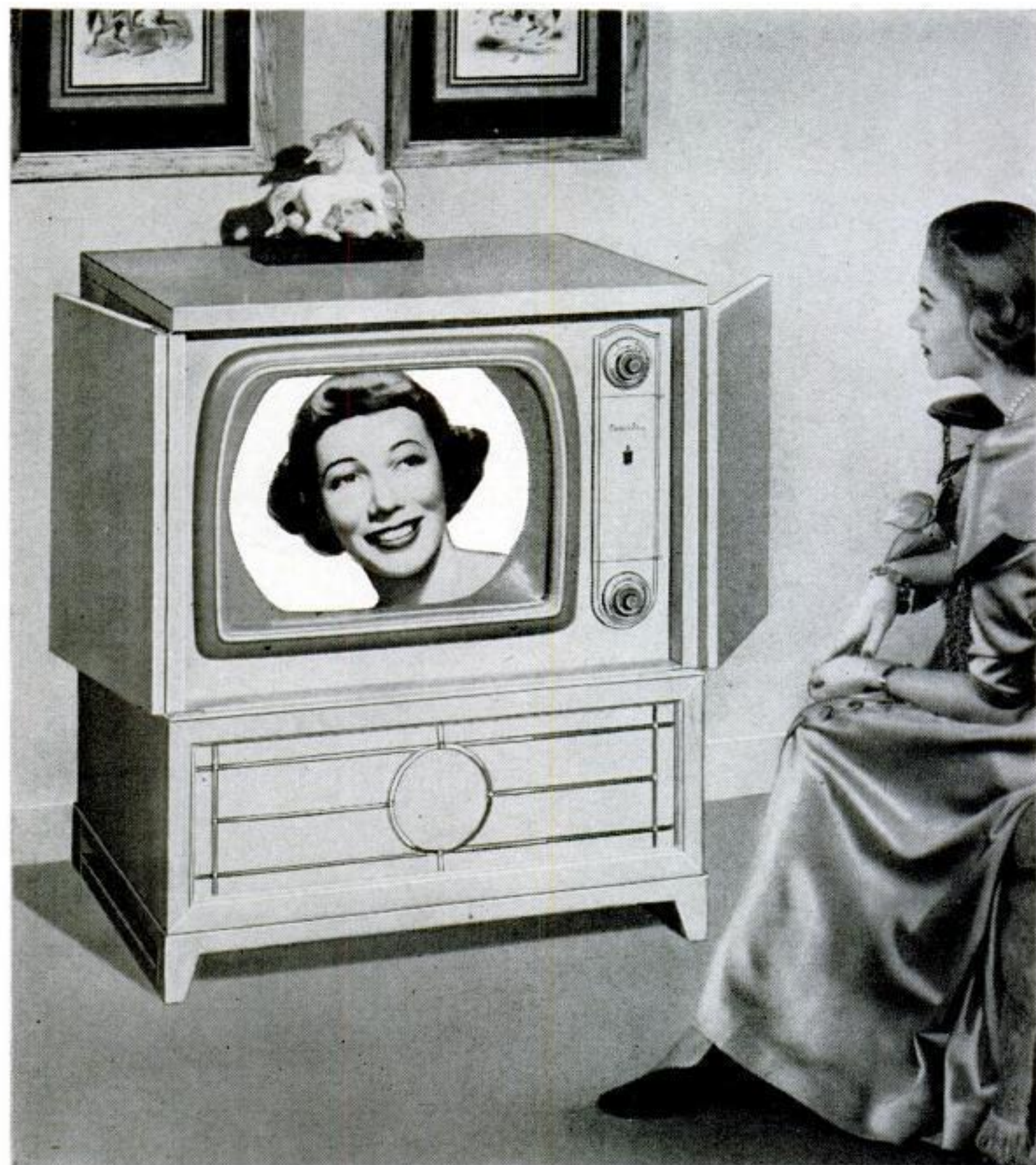
There is nothing of the man on horseback about Di Salle; indeed it is obvious from looking at him that his feet would never reach the stirrups. No man who stands a mere 5 feet 5 and weighs upward of

200 pounds can be very dignified, and Di Salle, besides having these dimensions, happens to have them distributed in the most disreputable manner possible. His belly, which is the great bulk of him, starts modestly enough below the breastbone, maintains some self-control down to the beltline and then goes hog-wild in the region covered by the trousers. There is no propping it up into the kind of sweeping facade maintained by the imposing type of fat man like Lauritz Melchior or Tom Connally. It sags instead like a dying balloon, making him look as if he were wearing somebody else's pants and carrying the week's washing down the front of them.

Di Salle likes to wear brown suits about three shades too light to be stylish. He has them pressed occasionally, of course, but nobody would ever know it, for as soon as he sits down the first time the wrinkles pop out in great horizontal waves from his vest top to his knees. He also likes to wear bright ties and tan shoes in need of a shine, and he does not like to wear garters. What with his figure and

1951 CROSLEY TV

*is beautifully built
to last and last!*



20-INCH Console Model 20-CDC-3. Beautifully styled cabinet finished in lustrous blond wood. Also available in rich mahogany veneer.

YOU'LL BE PROUD to live with the superb beauty of your 1951 Crosley Television set. And because every Crosley Receiver is beautifully built *inside* as well as outside, you can look forward to years and years of full television enjoyment.

Twenty magnificent new Crosley models give you *everything* you want in a television set, including a selection of cabinets in rich mahogany or walnut veneer, or lustrous blond wood.

And dependable performance—clear, steady big pictures on Crosley's wide-angle Family Theatre Screen*—is assured by all these Seven Great Extra Values:

1. Quality construction—so good it's backed by a full-year picture tube and parts warranty** at no extra cost.

2. Reliable operation—with Crosley's great Super-Powered Chassis.

3. Round-the-compass reception—with Crosley's patented Built-in Dual Antenna.

4. Precise program selection—with Crosley's Super-Sensitive Unituner.

5. Lifelike picture clarity—with Crosley's Precision Picture Control.

6. Sustained picture quality—with Crosley's Automatic Gain Control.

7. Steady pictures—with Crosley's Automatic Frequency Control.

Visit your Crosley Dealer and see how Crosley is setting the pace in big picture television for years to come.

*Patented.

**Not including service, labor cost, or installation.

CROSLEY

Family Theatre Television

Crosley Division
Cincinnati 25, Ohio



BETTER PRODUCTS FOR HAPPIER LIVING
Shelvardor® Refrigerators • Freezers • Electric Ranges
Steel Kitchen Cabinets • Sinks • Garbage Disposers
Electric Water Heaters • Radios • Television

THE PACE-SETTING DESIGNS ARE COMING FROM CROSLEY!

DI SALLE CONTINUED

his disregard for the fashion ads there is nothing about his appearance to suggest fame, greatness or high office—and people who run into him in public places often do double-takes, recognizing the face from the newspapers but unable to reconcile it with the general impression. Di Salle does not mind at all; indeed he likes it that way. He feels best in shirtsleeves, preferably at a table loaded with *antipasto* and spaghetti, and never tries to pretend otherwise. Until he left Toledo to become price boss his home was constantly overrun by kids, not only his own five but also dozens from the neighborhood, all of whom gaily called him Mike and his wife Mom. He did manage in Toledo to get used to being called councilman in public, and finally mayor, but he will probably never cease being startled at hearing himself called Mr. Di Salle, which is of course what most people say now. "Every time I hear it," he has confessed, "I automatically look around to see if my father walked in the room."

Unlike his predecessors in World War II, Di Salle does not claim to know much of anything. "When I took this job," he freely admits, "all I knew about prices was that my wife said they were too high." He finds it amusing that his only connection with the old OPA was to represent several businessmen against it, and that when he ran unsuccessfully for Congress in 1946 he came out strongly against price controls in peacetime. When people ask him how he likes the job he usually replies that he likes it fine, despite the pressure, and often adds, "Maybe I just don't know enough about it to be confused. It helps to be a little stupid." Recently, while chatting with a group of people on a train, he pulled at his vest, which came away more than an inch from his massive waistline. "Look at that," he said. "When I went to Washington *Time* magazine called me yam-shaped. A couple of more months and they'll have to think up another adjective. In fact between the weight I'm losing and the education I'm getting on this job, I should be paying the government."

Di Salle is always chatting anyway ("I'm a very gregarious fellow," he explains) with a speed, frankness and wisecracking informality that come as a constant surprise from a Washington official. His own public relations section in the Office of Price Stabilization considers him hopelessly indiscreet. He is constantly popping off to lone newspapermen he meets in the corridors, or dropping into the press room for an unscheduled and unchaperoned conference, and the men who are supposed to handle his press relations and public statements can never keep up with him.

The Irene Castle of price control

IT is quite possible that one of these days Di Salle will accomplish metaphorically something that would be absolutely impossible physically—to wit, that he will put his foot in his mouth—and will disappear from Washington as abruptly as he arrived. The danger has apparently occurred to him; not long ago, asked if he planned to move his home and family to Washington, he replied, "Not me. I just want to be down here with two suitcases." In fact he already has got in trouble with one superior, former Economic Stabilizer Alan Valentine, of whom he was more or less openly critical. In that case the Administration proved to be fonder of the amiable Di Salle than of the cantankerous Dr. Valentine, and Valentine wound up the casualty—but a beginner in Washington can only press his luck so far. Recently Di Salle popped off with a more general type of remark that he probably would have been wiser to censor. When announcing ceilings on the profit margins of retailers, to replace his earlier "general freeze," he said he felt the effect would be to roll back more prices than would be raised. But he admitted that some of his assistants disagreed with him and added that they had a little bet going on it. At least one newspaper's editorial page was gravely shocked at hearing the price problem discussed as a coin-flipping matter.

To date, however, most observers have found the Di Salle candor enormously refreshing, and it has been particularly reassuring to businessmen who are worried that everybody in Washington gets delusions of grandeur. It might even develop, if Di Salle lasts long enough, that he has done as much for the popularity of price controls as Irene Castle once did, in a slightly more glamorous way, for bobbed hair. Asked what he thinks of Washington, Di Salle is likely to reply, "Well, I think it's a wonderful town—but I don't think the country could stand two of 'em." Or in a slightly more serious vein, but not too serious, "I get a big kick out of it. You know, the whole U.S. is just an extension of Toledo. I go to a Senate committee hearing and I can always pick out a fellow, he reminds me of a councilman back in Toledo. So I talk to *him*. They're just people, you know." Recently some old friends from Ohio asked him how he managed to stand the pressure of his new

CONTINUED ON PAGE 88

Sometimes a howling wind
can sound like the whistle of the

Train Down South

DAVE BENSON pulled his hat down tight and bent his head into the wind that whipped down Main Street. It was only a few blocks more to his office, but he decided to stop at Ward's stationery store and get out of the wind for a minute or two anyway. This wind had a bite to it.

The young man back of the counter grinned when Dave came into the store stamping his feet and rubbing his gloved hands together. "What's the matter, Mr. Benson? Breeze too much for you?"

"It's plenty cold out there, Jim. Mind if I stand here and thaw out for a few minutes?"

"Glad to have you, Mr. Benson. By the way, I have a message for you . . . from down South."

"From your father?"

Jim's father, Tom Ward, had run this corner stationery store for many, many years. In fact, it was a good thirty years before that Dave Benson had come into this very same store, on just such a blustery March day as this, and had spoken with Tom about his life insurance. Dave remembered almost exactly what he had said to Tom Ward—how an adequate life insurance program would not only protect his wife and family, but would help him retire later . . . perhaps go South and take life easy.

And he remembered how Jim's father had looked through the frosted store window at the wind-blown street and said, "Yes, it *would* be nice to know that I could get away some day. I can almost hear the whistle of that train down South right now!"

Tom Ward had started then with a modest New York Life policy, and had added to it rather substantially as the years went by. At

last, a few months ago, he had been able to turn the store and all its stock over to young Jim and move down South with Mrs. Ward . . .

The sound of Jim Ward's voice brought him back to today. "Yes," the young man was saying, "a message from Dad. He wanted to be remembered to you and said very particularly to thank you again for getting him on the right train thirty years ago. Does that mean anything to you?"

Dave Benson laughed and said, "Yes, Jim, it sure does! And it means something to you, too. It means that the life insurance program you are building up is a mighty sound idea." Dave put on his gloves and turned up his collar. "You see, you've got a reservation for yourself and your wife on that same train—some day."

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW

Naturally, names used in this story are fictitious.

THIS TIME GET RESTONIC TRIPLE CUSHION

LOCKED-IN COMFORT

FOR *thousands*
OF RESTFUL
NIGHTS!

THIS TIME get comfort that stays new for all the years you own it! Get comfort that's built in, then locked in to STAY in. Modern Triple Cushion construction does away with annoying tufts, has no inner cords to restrict coil action, prevents upholstery from working into lumps. THIS TIME invest in comfort for a long time—for *thousands* of nights of wonderful, wonderful sleep!

Restonic Corp., Chicago 11

RESTONIC

Triple Cushion Mattress

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEREIN

PADLOK inner-rings
lock the upholstery
to the innersprings

No other mattress can be made this way. Sewed-through upholstery layers are locked to the coils to stay smooth, cushiony, lump-free. Comfort lasts longer!

Also see —

RESTONIC Flexoform mattress, Firmflex mattress and other fine grades; and Restonic decorator-styled dual-use living room furniture—

AT YOUR DEALER'S

NATIONAL SLEEP SHOW APRIL 16th to 28th



BACK HOME IN TOLEDO Di Salle enjoys short holiday with Antoinette, 20; Constance, 13; only son Michael Jr., 15; Mom; Diana, 10; Barbara, 18.

DI SALLE CONTINUED

job. "Well, you know how it is in Washington," he answered. "We get a crisis every 20 minutes. Something earthshaking happens. But the thing that makes it bearable is this—I'll bet you can't remember what last week's big crisis was!" At the time he was unsuccessfully wooing Tom Murphy, New York City's compelling and photogenic police commissioner, to be his enforcement official, a skeptic asked him if he had checked the idea with the Administration. "Nah," said Di Salle. "If you start checking those things, you always run into somebody who says no."



AT 8 Mike himself (upper left) was the eldest of six children.

In a recent appearance before a group of wholesale grocers who were obviously fearing the worst, Di Salle stood before them silently for a moment, giving them a good chance to look him over. Then he said, "I smoke, take an occasional drink and have five children." A great chuckle welled up from his depths. "Would you agree that I have the usual American habits?" From that speech he went on to talk to the National Canners Association. "Gentlemen, every now and again my wife takes a notion to do some canning. Afterward I have to figure the cost of the fruit, the vegetables, the sugar, the jars, the tops, the rubber rings, the gas and above

all the damage to my wife's usually fine disposition. If you think I have any ambition to put you out of business you can forget it." In each case the businessmen stood around in little groups at the end of the speech, telling each other in surprised tones how much happier they were to have Di Salle than Leon Henderson.

As his haberdashery suggests, Di Salle is a man of the people—an Italian immigrant's son who was unable to speak a word of English until he started to school. ("I grew up in an Irish neighborhood," he recalls, "and they gave me a rough time.") His father, a metal polisher, joined the union, became one of its more vociferous Toledo members and got fired from his job. "I got a pretty good look at that side of things while I was growing up," Di Salle says. Later on he got an even more rounded look at things. His father started his own metal-plating firm, chiefly from hunger, and to everybody's surprise it finally prospered, leading to an incident which Di Salle still recalls with considerable wonder and amusement. "The union came in and started to argue, the same union my father had belonged to. He got mad. I said, 'Aren't those the same things you used to say, father?' He said, 'Well, things are different now!'"

From the time he was 14 Di Salle worked in factories in the summertime to help support himself and sometimes the family. By the time he was old enough for college things were looking up at home and he went off to Georgetown University with his father's help. But in his junior year he decided to marry the daughter of the landlady who ran his boardinghouse. "My father figured that if I was old enough to get married I was old enough to support myself," he says. "I thought it was a very unreasonable attitude." He managed all right, however, by starting what he called the Lightning

CONTINUED ON PAGE 31

The Candy Bar That's

Like

a

Chocolate

Nut

Sundae!

Chocolate

First bite, chocolate . . .
pure Mars milk chocolate, poured
on thick as it'll stay!

Almonds

Then crispy, whole almonds, the
expensive kind, toasted till they're
gold. Plenty of them!

Nougat

Rich, creamy nougat that comes
from fresh egg whites and pure sugar,
whipped till it's fluffy!

 **MARS**[®]

Toasted
Almond

BAR

10¢



The boys at Mars say:
"What are you waiting for...
this is it!"

We set out to make the *best* candy bar—
bar none! So we took the choicest foods
we could buy. Smooth milk chocolate
from prime cocoa beans, big
meaty almonds, pure sugar,
Grade A milk, and fresh eggs. Then
we put them all together in big,
clean, sunny kitchens. The answer
is that famous Mars bar. Get one—
or several—and you've really
got something!

Happy Easter from you!



Joyful Easter morn! Your own heart overflowing with the great new hopes and joy Eastertime always brings.

Then...how wonderfully good to know that *your* thoughtful Easter Cards have indeed made this an even happier Easter for friends and loved ones wherever they may be. Then, too, you'll be especially glad you chose Gibson Easter Cards ... so unmistakably the very finest.



So many hearts to share your Easter joy!

Mother will be sure to love the very special message within this lovely design.

A special friend can't help being delighted by such delicate beauty and warm sentiment.

Husband may never admit it, but this special Easter message is sure to touch his heart.

Your pastor will appreciate the thoughtfulness of this reverent Easter prayer.

A faraway friend will appreciate the warm thought behind this "friendship flower."

For daughter, happy bunnies and gaily colored eggs say "Happy Easter" as nothing else could.

GIBSON Easter Cards

GIBSON ART COMPANY • CINCINNATI, OHIO
Publishers since 1850



THESE AND MANY OTHER FINE GIBSON EASTER CARDS...NOW AT BETTER STORES

DI SALLE CONTINUED

Messenger Service, the original assets of which consisted of his spare time, a heavily mortgaged Model-T coupe, a borrowed telephone and 5,000 blotters bearing the firm's advertisement, which he bought on credit and distributed in person around Washington office buildings. The Lightning Messenger Service grew rapidly even though it did not always live up to its name. By the time he was graduated Di Salle had four trucks, with the time payments all up to date, and a staff of about five assistants. His father still did not approve, but Di Salle has never understood why. "I told him he got a bargain. He sent me away to college for an education and I came back with not only an education but also a wife and baby."

Di Salle was never a brilliant student, although possibly he could have been. At one time he bet a more scholarly friend a banana split that he too could make straight "A"s for the next six-week period if he set his mind to it. The effect of the bet was spectacular but impermanent; as Di Salle puts it, "I won the banana split and then reverted to type. I hope my own kids never see my report cards." However he had always been determined to be a lawyer and get into public life, and had so stated publicly in an essay written in the fifth grade on the subject of My Career. Back in Toledo after college, with the depression just getting into full swing, he had a little trouble establishing himself as a lawyer and had to augment his income by teaching a few rudiments of the law at a Catholic high school. But he had been out of college only two years when he brashly—and unsuccessfully—ran for office the first time.

("I ran for clerk of the municipal court, because that was the only office open to run for that year.") He finally got elected to the state legislature in 1937, served one term, got beaten again when Ohio reverted to its normally Republican ways, holed up as an employee of the city law department until 1942 and was then elected to the city council of Toledo as one of two Democrats who benefited from proportional representation. He stayed on the council, got more and more popular with both Democrats and Republicans and eventually became mayor in 1948.

This sort of background gives Di Salle a point of view which, in light of the recent bitter arguments between statism and free enterprise and between the union and the boss, any contemporary political scholar would have to call ambiguous. The fact of being elected mayor greatly affected Di Salle, and even today when he discusses it he forgets his usual wisecracking manner. He will confess, when pressed, that on that day he thought of his start as an Italian-speaking boy in an Irish neighborhood, thought of all his family's early handicaps and decided, "This is really something!" Last year he visited Europe; he has expressed his strongest impression in these words, "I saw the little village where my father was born. I'm certainly glad he decided to migrate." The same sentiment sometimes catches him when he is traveling around the nation en route to his speeches as price boss. He will suddenly look out the window of an airplane or a train, or look up from a big meal in a restaurant. He will sigh and say, apropos of nothing, "It's a great country!"

On the other hand, having once been an underdog, Di Salle is inclined to take the part of the underdog in any argument over economic theory, even when the theory conflicts with what some people think are the basic American principles. Recently on a train Di Salle sat up far too late in the night debating with a man in the lounge car who happened to be on the staff of the National Association of Manufacturers. The N.A.M. man was arguing what most economists feel are the unalterable if unpleasant facts of life—in other words that our present inflation is simply a matter of too much purchasing power in relation to the supply of goods available. His argument, a hard one to refute on any logical grounds, went something like this: The government, by its policy of borrowing



BIG CHIEF got headdress from Indians visiting Toledo.



STREET CLEANER was a part played in a civic stunt.

CAVALCADE OF SPORTS

... Bob Lemon



AN UNINSPIRED PERFORMER AT THIRD BASE AND IN THE OUTFIELD, BOB WAS HEADED BACK TO THE MINORS IN 1946 WHEN THE INDIANS DISCOVERED HE COULD PITCH!



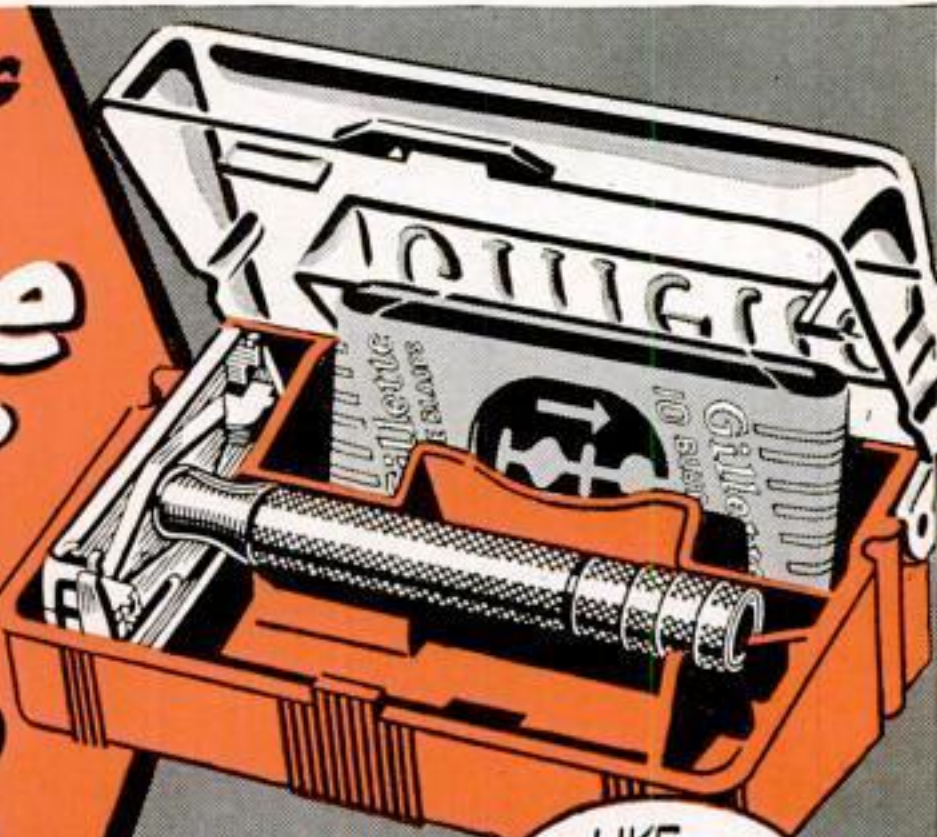
BOB LEMON WON 20 OR MORE GAMES IN EACH OF HIS FIRST THREE YEARS AS A FULL-TIME CLEVELAND PITCHER! HIS 1950 RECORD OF 23 VICTORIES TOPPED EVERY OTHER PITCHER IN THE MAJORS.

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Gillette
SUPER-SPEED RAZOR

WITH IMPROVED 10-BLADE DISPENSER IN

STYRENE TRAVEL CASE **\$1.00**
\$1.75 Value
*Has handy compartment for used blades



LIKE MOST OTHER BALL PLAYERS, I PREFER THE **GILLETTE SUPER-SPEED RAZOR**. IT HAS THEM ALL BEAT FOR EASY, REFRESHING SHAVES!

YOU ENJOY THE SLICKEST SHAVES EVER...AND THE BEST-LOOKING...WITH THE ULTRA-MODERN GILLETTE SUPER-SPEED RAZOR. CONSIDER THESE IMPORTANT GILLETTE ADVANTAGES—INSTANT BLADE CHANGING—REAL SHAVING COMFORT—DOUBLE-EDGE ECONOMY! ASK FOR A GILLETTE SUPER-SPEED RAZOR SET.

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Blade hooks on—drops in place presto!



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For Tops In Shaving Ease, Always Use Gillette Blue Blades

• You skim off tough beard slick as a whistle with today's Gillette Blue Blades. Their super-keen double edges far outlast the ordinary kind... save you money. Gillette's improved Dispenser ZIPS out a new blade PRESTO and has a handy compartment for used blades. Always use Gillette Blue Blades in your Gillette Razor.

10 BLADES **49¢** 20 BLADES **98¢**

look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades
WITH THE SHARPEST EDGES EVER HONED

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CONTINUED ON NEXT PAGE

BETTY HUTTON Co-starring in Cecil B. DeMille's
 "THE GREATEST SHOW ON EARTH." A Paramount Release



OO-OO-OOH!

...that awful stuff
 in my car?

A mucked-up oil filter can cost you
 plenty in engine repairs. Get in a
 new **Purolator*** Refill—quick!



Would you believe it—two pounds of this dirty sludge in *your* car? Yet that's just about average for every 5,000 miles you drive. And soon as it chokes up your oil filter, gritty abrasives slip into your engine . . . grind away at precision parts. Down goes your car's efficiency—up go your repair bills.

What to do? Don't delay—get in a clean filter refill—fast.

Which make? Pays to buy the best—a Purolator Micronic*. New accordion-type design gives up to 10 times the filtering area—with pores so tiny they trap particles you can't even see.

Cost much? Strictly small change—\$1.38 to \$3.00, depending on car make. (Complete housing and refill—\$6.50 up.)

Take long? Only a few minutes—at your favorite service station, garage or car dealer. Purolator Products, Inc., Rahway, N. J.; Toronto, Ontario, Canada.

*Reg. U. S. Pat. Off.

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OIL FILTER



DI SALLE CONT NUED

vast sums from banks through government bonds, creates so much bank credit that the effect is the same as if it kept the printing presses running all night turning out greenbacks with nothing behind them; the value of money is necessarily debased. At the same time the rearmament program is increasing the number of jobs, the hours worked and the level of weekly wages, but is actually decreasing the amount of goods that a civilian can buy. Since the government refuses to tax away the excess purchasing power—especially since it is leery of putting any effective taxes on the lower income groups who do most of the purchasing because they exist in the greatest numbers—prices are bound to rise. The only way to combat inflation is to end the government's cheap money policy, pay for the rearmament program as we go and tax away the excess money, especially at the consumer level.

Di Salle did not attempt to answer the argument on logical grounds. He merely felt that it would be a sin at a time like this to let prices go up. He also felt it would be unfair to levy too many taxes on the underdog. "You take a fellow who's never had a break," he said. "He's never had too good a job, never had much of a chance, and he hasn't been able to buy a television set or an automobile. Now all of a sudden he's working 48 hours a week for good wages and for the first time in his life he can do it. Do you want to take that television set or that automobile away from him in taxes? Personally I don't. I don't think it's right."

The argument also went off into several side issues. The N.A.M. man thought that the only incentives to hard work and progress were money or fame. Di Salle thought there were other and more important incentives—for instance his immigrant father's desire to educate the children, or the desire of his own son, Mike Jr., to work just long enough to retire and buy a fishing shack somewhere. The N.A.M. man thought it was especially important, if you wanted increased production, not to take the incentive away from businessmen. Di Salle agreed that industry ought to make a fair profit for its efforts, but beyond that he had some reservations. "I get a little tired," he said, "of having one business after another come in and say, 'If you want production you've got to have incentives'—and by incentives always meaning cash. At a time like this, instead of making money and paying it right out again in excess profits taxes, why don't businessmen pass on the benefits to the public in the form of lower prices and build up goodwill for the future? Or maybe we all need a different incentive anyway in this sort of period. Maybe the incentive is just self-preservation."

"A funny thing about that conversation . . ."

THE argument had an aftermath which probably tells a great deal about Mike Di Salle. The next morning at breakfast on the train he sat down next to a man who had been an interested listener to the debate. While he was waiting for his orange juice Di Salle looked at the man and said, "A funny thing about that conversation. I lay awake last night trying to figure out just what the other fellow and I were disagreeing about. I never did get the answer. Seems to me we weren't very far apart at all." Di Salle has frequently expressed similar sentiments, which, depending on one's viewpoint, could be called either hopelessly naive, naively hopeful, a matter of political fence-straddling, or even a matter of political genius if you think of politics as the art of making various antipathetic people work together for the common good. In 1945 Di Salle first gained the attention of Washington by establishing a successful management-labor council to act on some of his city's bitterest labor disputes. As a result of that experience one of his favorite phrases is, "If you only get a chance to talk to people, you can always bring them together." Of his job as price boss he once said, "This whole thing is going to be a lot of fun. In the first place, I think you can do a service. In the second place, I think you can do it within the framework of the free enterprise system. You can let people live pretty much as they please and still make sure that nobody takes advantage of anybody else. It's only 5% of the people who make all the trouble, and all you have to do is take care of them. . . ."

Perhaps it is just as well that Mike Di Salle, man of goodwill but no deep student of economics, is down in Washington with only two suitcases; in fact he would be even wiser to keep one of them packed. In the first place, his job is probably impossible and he is in the position of a well-fattened sacrificial lamb. The consuming public is bound to expect the same performance from him as from the old OPA, which did do a pretty good job of keeping down the cost of living regardless of what its critics thought of its methods, but that kind of performance is almost out of the question under 1951 conditions. The World War II mobilization came after a long deflationary period in which prices were low, purchasing power was scarce and

CONTINUED ON PAGE 94



Left: Koneray — Sun-ray stitched pleats. Right: Roedean — Knife-stitched pleats. Oxford grey flannel or red-blue-green shadow plaid. Ea. \$10*

Be your own importer

BECAUSE OF THE DEVALUED POUND YOU CAN ENJOY UNUSUAL SAVINGS ON THESE LONDON-TAILORED SKIRTS

If you went to Europe what would you bring back?

Probably lace from France. Maybe damask from Ireland. And certainly a British cashmere, a British skirt. But now you can have your British skirt, even if the only ship you've seen is a canoe. For now you can shop on London's Bond Street — by mail. And you shop at Palmers Ltd., a favorite with smart women for over 80 years.

Here are skirts you can't buy in the most distinguished shops this side of the ocean.

Wait till you touch the firm British-loomed pure woolens. See the impeccable Gor-Ray tailoring, smooth as a glove at waist and hips, with permanized pleats

that swing free for your country stride. These skirts are every inch aristocrats, British as an Oxford accent and mid-morning tea.

They've been translated into American sizes — 12 to 20, zippered in the American fashion — and priced for value-conscious Americans.

The devalued British pound makes this buy possible — a skirt you'll wear for years, wear with pride — for a mere \$10, plus duty.* We even pay postage! Actually, we shopped the best stores and couldn't find skirts to equal them at this unbelievably low price. So mail this coupon today. In 3 weeks your Gor-Ray skirt will be on your door-step.

SEND THIS ORDER DIRECT TO LONDON (airmail from any part of the U. S. 15¢, ordinary mail 5¢) Palmers Ltd. 96 New Bond Street, London W.1.

(Palmers Ltd.—as Agents for Gor-Ray)

Enclosed find _____ (Send cash, banker's draft or international postal order).

Send me _____ Koneray _____ size _____ color _____
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Size	12	14	16	18	20
Waist	25"	27"	29"	31"	33"
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Length (to hem),	31½"	32"	32"	31½"	31"

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Address _____

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*pay \$2.75 per skirt U. S. Customs Duty to your postman

"Here's the
WORLD'S EASIEST
MEAL made with
Star-Kist Tuna!"

says
Don Dailey

starring in
"CALL ME MISTER"

a 20th Century-Fox Production
Color by Technicolor

In a casserole, combine one can of Star-Kist Tuna with two cans of Franco-American Spaghetti. Top with buttered bread crumbs, heat, and serve!

6 Generous Servings
in just 5 minutes!



Buy the Tuna preferred 3 to 1
by Housewives and Food Experts!

Star-Kist Wins in Thousands of Taste Tests!
Coast-to-coast tests were conducted in 24 cities and towns. Both food experts and housewives chose Star-Kist Tuna 3 to 1 over all other leading nationally advertised brands! Brand identity was concealed, conditions were identical, tests were supervised by a nationally famous firm of certified public accountants!

Now Make This Amazing Test Yourself!

Buy Star-Kist Chunk Style Tuna at your grocer's and any other brand of flaked, grated, bite-size or chunk tuna. Compare them side-by-side. On the basis of taste alone, if you don't agree that Star-Kist is better, send us both labels with your comment and we'll refund twice the price of the Star-Kist Tuna.

**Guaranteed Better or
Double Your Money Back!**



*Better 3 ways
because it's the
smaller tuna!*

1. **LIGHTER**—it looks delicious!
2. **FINER-TEXTURED**—it's more tender!
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From Hollywood to You!
FREE RECIPES OF THE STARS

Famous film stars reveal their favorite tuna recipe secrets. On separate 3"x5" cards to fit your kitchen file. Absolutely free! Write Star-Kist Tuna, Terminal Island, Calif., Dept. DL.



Buy either **FANCY SOLID PACK** or **CHUNK STYLE**...
Both are the same fine Star-Kist quality!

DI SALLE CONTINUED

the whole economy had a lot of rusty and missing cylinders that could be tuned up and put to use. The current remobilization comes at a time when prices are already at a record high, money is flowing like water and just about every man and machine is already busy. Under these circumstances it is hard to see how anybody could keep the inflationary boiler from bursting as long as our fiscal and tax policies keep piling fuel on the fire—and except for the new government bond policy announced March 3, nobody has shown any signs of being willing to cut off the fuel.

We got through one big war without requiring any real sacrifice from anybody but the soldiers, and everybody in Washington seems to hope—against the evidence—that we can get through our remobilization the same way. The politicians have been acting on the assumption that things can be kept from getting too bad through nightly prayer, and that is why Washington is pleased for the moment with an amiable and prayerful man like Di Salle. Di Salle is a politician too, and he happens to be the kind who passionately believes and desires that everybody should be happy and prosperous. He has been talking in terms that by-pass economic facts and make the whole problem sound like psychology; he likes to say that people have always thought prices were too high, and he feels that the dollars and cents figures do not matter so much if only you can preserve some kind of pre-Korean relationship between the average income and the price index. This is pleasant talk and right now Di Salle is everybody's friend.

In the long run, however, it will probably turn out that for a price boss Di Salle is a little too gregarious and all-encompassing for his own good. Anybody who has to keep down prices against the pull of all economic laws must step hard on the toes of somebody, and Di Salle not only hates to step on toes but feels that anybody who possesses toes must be one of God's creatures. What you really need for that kind of unnatural job is a man with a lot of hates. Hating nobody, Di Salle is at a great disadvantage. He is not likely to make anybody very mad except the more humorless and protocol-loving Washingtonians. On the other hand he will never manage to please everybody and eventually will almost surely be back in Toledo, wiser and thinner but probably no sadder at all. He has already said, of the score of men who turned down the price job before it was offered to him, "They were obviously smarter than I was."



IN FAVORITE POSTURE Di Salle sits in Chicago hotel, a model of composure after week's work in Washington, 1,500 miles of travel, three speeches.

"Your youngsters will love these cute
**EASTER BUNNIES AND EGGS MADE WITH
 MY DUFF'S GINGERBREAD MIX!**"



Says *Dorothy Duff*
 of the famous Duff's Kitchen

"IT'S SO EASY...AND SO QUICK...
 TO MAKE THESE OLD-FASHIONED
 GINGERBREAD GOODIES JUST
 LIKE MY MOTHER USED TO MAKE!"

The secret? All those home-quality ingredients mother used to have to measure and blend are *already in* my Duff's Gingerbread Mix. Pure vegetable shortening! Sugar! Finely milled flour! Egg! Ginger! Spices! Baking Powder! Salt! Molasses!

Here's Your Cookie Recipe: Add $\frac{1}{4}$ cup cool water to a box of Duff's Gingerbread Mix. Blend thoroughly to stiff dough. Roll about $\frac{1}{4}$ " thick on floured board. Place cookies 2 to 3 inches apart on greased cookie sheet. Bake in moderate oven (350° F.) 10 to 12 minutes.



**Here's How To Make
 Gingerbread Bunnies and Eggs**
 Place a thin piece of note paper over this page and trace bunny and egg. Paste tracings on thin cardboard. Cut out; place on rolled dough and cut around with sharp knife.



I GUARANTEE*
 PERFECT RESULTS
 WITH MY
 DUFF'S MIXES—
 EVERY TIME YOU
 BAKE!



*If you are ever dissatisfied with any one of my Duff's Mixes, just drop me a note telling me your reasons. Send me the carton top your name and address and state the price you paid, and I will refund your money. Address: Dorothy Duff, Duff's Kitchen, Hamilton, Ohio.

DUFF'S MIXES GINGERBREAD ★ LAYER CAKE
 DEVIL'S FOOD ★ WAFFLE ★ HOT ROLL
 HOT MUFFIN ★ SPICE CAKE



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CELEBRITIES



Known by the Company it Keeps

Seagram's VO

CANADIAN WHISKY—A BLEND . . . OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD
86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.



HIGH ON THE MAIN BRIDGE A SEAMAN SCRAPES PLASTIC AND ALUMINUM PRESERVATIVE OFF GLASS

REBIRTH of BB 64

U.S.S. "WISCONSIN" COMES OUT OF MOTHBALLS TO JOIN THE FLEET

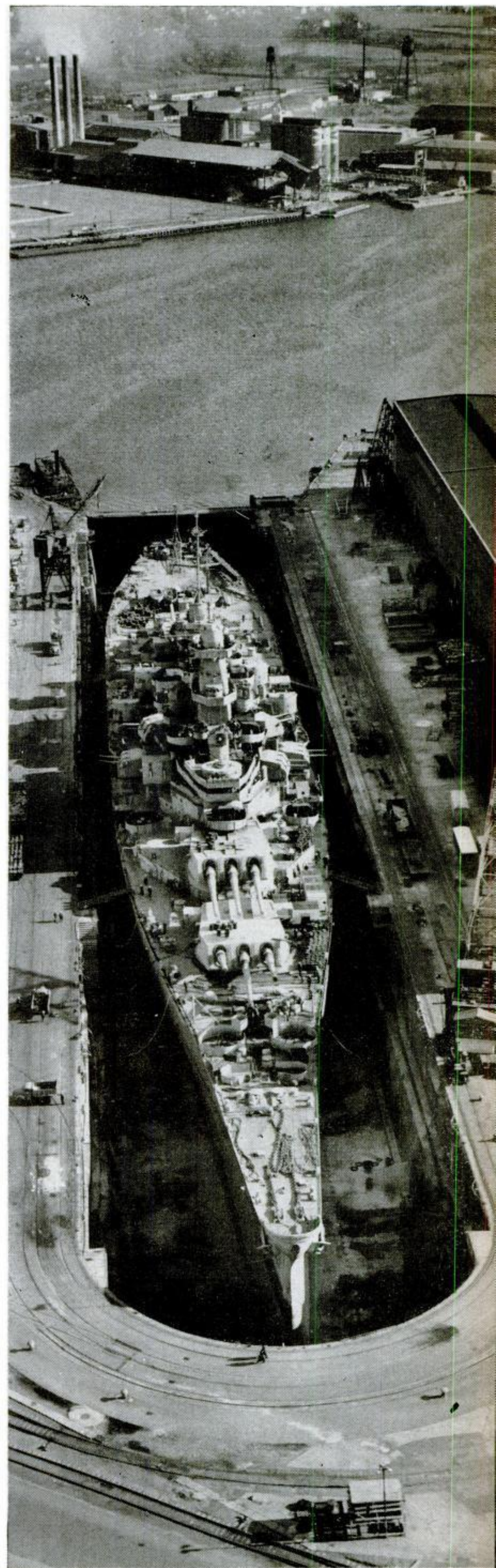
The battleship is a tough old lady and not easily killed off. After World War II many Navy carrier men thought they had done just that, but when the *Missouri's* big guns started blasting Korea from the shoreline to 20 miles inland, the Navy decided to take two of the Big Mo's sister ships out of mothballs.

One of these is the ship the Navy calls BB 64, the 45,000-ton *Wisconsin*. Built in three years at a cost of over \$100 million, she had had one year's fighting with Admiral W. F. Halsey from the Philippines to Japan. In 1948, after several goodwill and training cruises, the *Wisconsin* was decommissioned and tied up at a Newport News dock. There she was put in mothballs. Metal covers were lowered over her deck gun mounts and her 16-inch guns were plugged and greased. Everything which would corrode on deck was taken below to one of the nine zones into which the ship was divided. These zones were sealed one from the other and from the outside. Dehumidifying machinery was set up

in them to keep the humidity below 40%. With a handful of men watching over her, the *Wisconsin* was a dead ship.

Early this year the *Wisconsin* was towed from Newport News to a drydock in Norfolk. Men from the Naval Shipyard then undid what had been done more than two and a half years before. The sealed compartments were reopened, guns unplugged, preservative oils, plastics and fluids cleaned away. The hull was cleaned, then painted with antifouling paint, and her four propellers and two rudders were scraped.

But when the demothballing work was done and the *Wisconsin* was again in commission, she would have to take on some 9,000 tons of supplies before leaving port. There would be ammunition for her 141 guns, 2¼ million gallons of fuel oil and such crew-pleasers as 250,000 packs of cigarets, 50,000 packs of razor blades, 120,000 candy bars, 10,000 handkerchiefs, 20,000 pairs of socks and enough powdered mix to make 300,000 ice cream cones.



BEGINNING HER NEW LIFE, the *Wisconsin* sits in a Norfolk drydock, her decks a littered mass of men and equipment. It took 10 weeks to make her shipshape and ready to go to sea for her first trials.



A beauty parlor



That sets the pace



Is Sue's—she uses



Combs marked "Ace"

Do as leading hairdressers
and barbers do—use

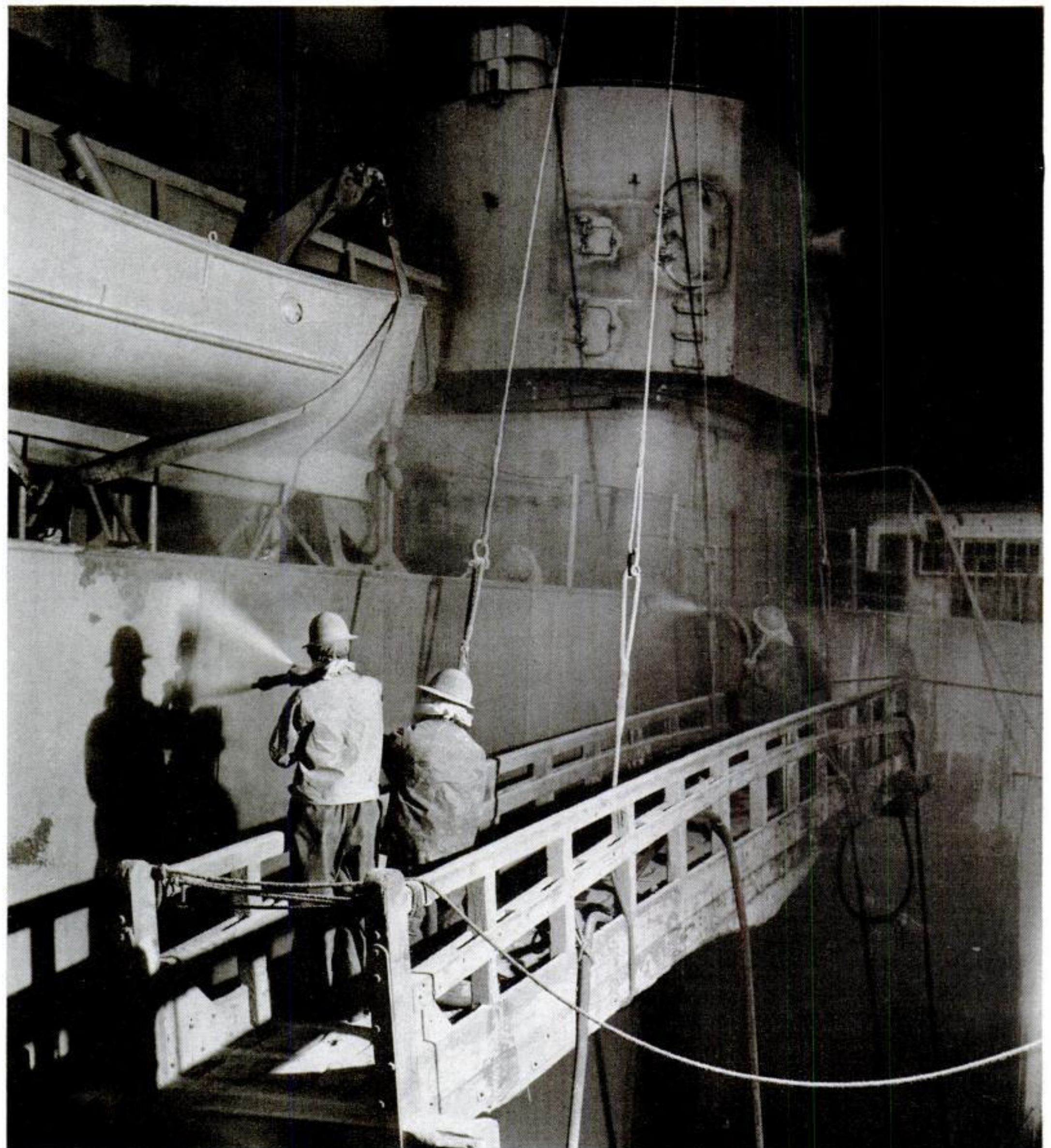
ACE[®]
HARD RUBBER
COMBS



Cost less because
they last longer

A type for
every purpose
Sold everywhere

AMERICAN HARD RUBBER COMPANY
NEW YORK 13, NEW YORK



SANDBLASTING of *Wisconsin's* hull goes on day and night. Using a mixture of water and sharp-edged sand, not

the smooth-worn beach variety, every scrap of paint and nearly three years' accumulation of barnacles are removed.



REMOVING LID of one of the ship's two stacks, work detail detaches the pipes connected to the dehumidifying

machinery which, while ship was in mothballs, kept corrosive moisture-filled air out of stacks, fireboxes and boilers.

CONTINUED ON PAGE 101



What does a man like for dinner 20,000 feet up?

Food alone doesn't make the flight, but it is one of the reasons TWA shines in air travelers' eyes. Thoughtfully planned meals—perfectly cooked and graciously served with TWA's compliments—add to the friendly feeling of being at home in the air, which is the hallmark of TWA travel in the U.S. and overseas. Where in the world do *you* want to go? For information and reservations, see your travel agent or call TWA.



ACROSS THE U.S. AND OVERSEAS... YOU CAN DEPEND ON

TWA

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U.S.A. • EUROPE • AFRICA • ASIA



Listen to Cary Grant and Betsy Drake as "Mr. & Mrs. Blandings" every Sunday PM, NBC



"That's Coffee...
or I'll eat my
new hat!"



"M-m-m! Nothing Smells as Good as Coffee!"

No mistaking the enticing fragrance of fresh-brewed coffee. Ah, that aroma (smell it?) wafting from the kitchen! So tempting, so promising, so comforting after a day's shopping. Relax—coffee's almost ready!



"M-m-m! Nothing Tastes as Good as Coffee!"

Now—a sip. Marvelous! Wise husband—he makes coffee rich, mellow, full-strength. Good coffee is yours to enjoy any time—at home or in your favorite restaurant. So much pleasure for so little money.



"M-m-m—
Nothing Satisfies Like Coffee!"

PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y. • Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • El Salvador • Guatemala • Honduras • Mexico • Venezuela

DO YOU KNOW



It takes an average of 5 long years before a coffee tree fully matures and reaches the point of normal production.



The average tree, when it is fully developed, yields the equivalent of *only* 1½ pounds of roasted coffee during a whole year.



About 3500 *hand-picked* coffee beans make 1 pound. Surprising that rich, home-brewed coffee costs just a few pennies a cup!



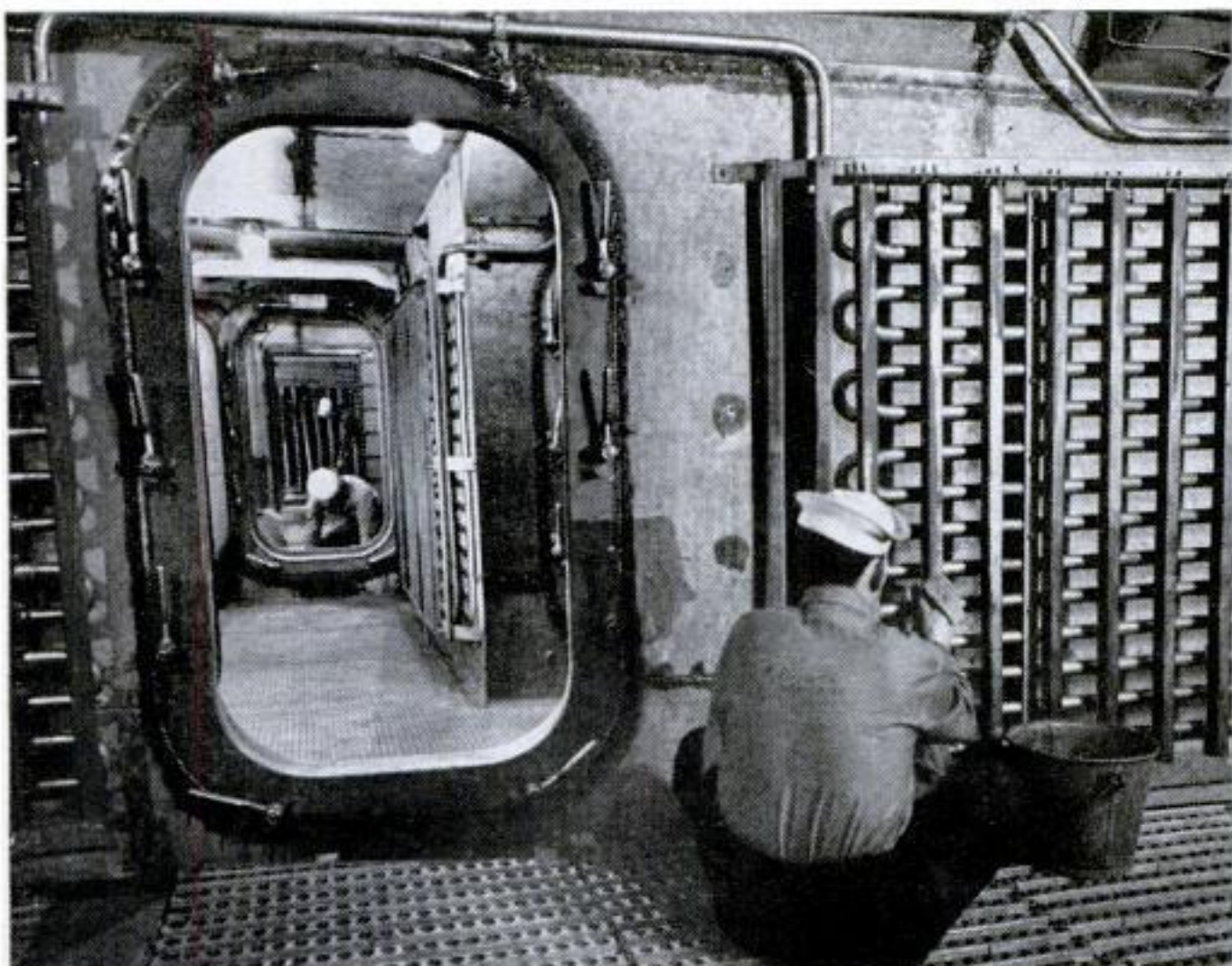
CARRYING OIL DRUMS up port gangway, seamen bring on part of ship's 9,000-ton load. This is not fuel oil but is used for cleaning and lubrication.



OLD CHARTS left lying on bridge must be cleared away by navigator.



STORED GUNS form seat for sailor or cleaning a fog spray hose nozzle.



REFRIGERATION COMPARTMENTS get a good cleaning before food comes aboard. Food coolers are separated by watertight doors (above, left).

CONTINUED ON NEXT PAGE

WINTHROPS FOR STYLE

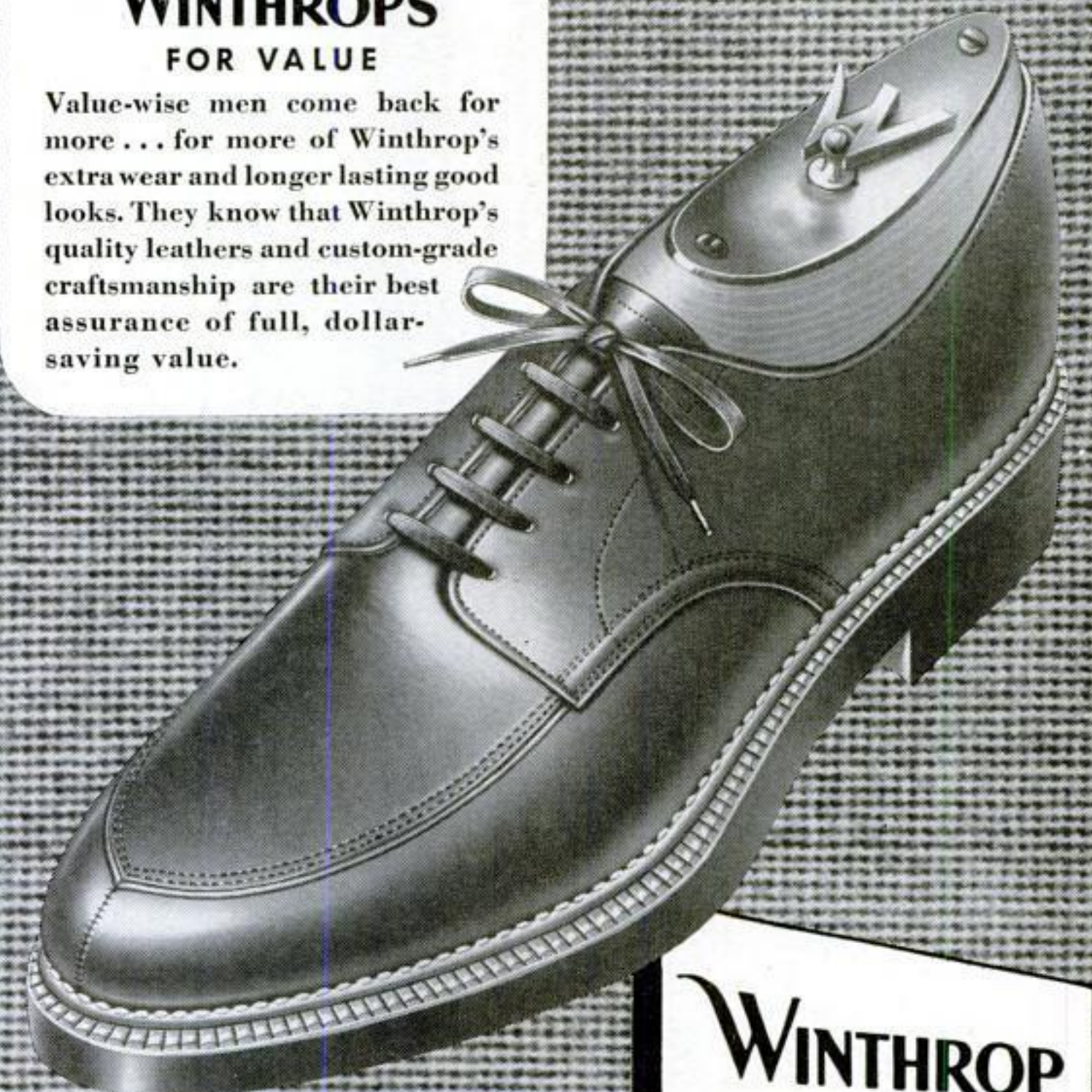
Style-wise men recognize and appreciate the distinctive, he-man smartness of Winthrop Shoes. There's an expertly styled, carefully detailed, beautifully finished Winthrop for every occasion... business, dress, knock-about and leisure. See them at your Winthrop dealers tomorrow.



**WINTHROP
SHOES**

WINTHROPS FOR VALUE

Value-wise men come back for more... for more of Winthrop's extra wear and longer lasting good looks. They know that Winthrop's quality leathers and custom-grade craftsmanship are their best assurance of full, dollar-saving value.



**WINTHROP
SHOES**

WRITE DEPT. "N" FOR FREE STYLE FOLDER AND NAME OF NEAREST DEALER.

Winthrop Shoe Company • Div: International Shoe Company • St. Louis

Vitalis
"LIVE-ACTION" care
 gives you
 Handsomer Hair!



FEEL the difference
 in your scalp—**SEE** the difference
 in your hair!



What a wonderful wake-up glow in your scalp — when you use "Live-Action" Vitalis and the famous "60-Second Workout!"

50 seconds' massage with *active* Vitalis (1) stimulates the scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair.

Then 10 seconds to comb . . . and your hair is neater, handsomer—set to stay that way all day! Natural looking—never "slicked down." Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil.

For a scalp that *feels* its best and hair that *looks* its best, get "Live-Action" Vitalis at any drug counter or at your barber shop. *Vitalis is another dependable Bristol-Myers product.*

• Many skin specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp. The Vitalis workout stimulates scalp, prevents dryness.



*** Vitalis**
 and the
"60-Second Workout"

NEW! For Cream Tonic Fans . . . VITALIS Hair CREAM . . . lighter-bodied than ordinary cream oils! No heavy film, no sticky comb, no messy hands!



NAPKIN RINGS in the officers' wardroom are set out by stewards who must clean them, take off the old names, put

on new ones. Ship's silverware had been borrowed by the carrier *Coral Sea*, was returned from the Mediterranean.



OLD HANDS like Chief Petty Officer Chester McGehee (standing) will make crew from new men coming aboard.



NEW HANDS turn over orders to a quartermaster before going below for assignment to their bunks and lockers.



THE CAPTAIN, Thomas Burrowes (left), is greeted by Commander Moureau, in command during demobbing.

CONTINUED ON PAGE 105

The ***NEW*** ROYAL



The easiest-writing portable ever built!



Twice as much quick magic in setting margins. The new Royal has both right and left hand "Magic" Margins! Position, press, margin set! As easy as turning on a light switch! A Royal exclusive!



Your fingers get away like a rabbit with the new Speed-King Keyboard and high speed key action. Office typewriter specifications. Finger-Flow keys of non-glare plastic. Truly, this is the world's fastest portable!



It's a big, husky typewriter! New features include larger cylinder knobs—newly designed Finger Comfort Controls. And there's greater visibility in setting tab stops. It also has a new revolutionary Contour Case.



PLUS Picture Window writing line visibility, new Paper Lock Scale for easy centering, spacing, and tab arrangements. Plus exclusive "Touch Control." Long writing line—a full 9 inches.

ROYAL-World's No.1 Portable Typewriter

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.

**TRULY THE STANDARD
TYPEWRITER IN PORTABLE
SIZE. ASK YOUR DEALER
ABOUT TERMS!**



*Protein in the pink
... sugar-cured for Easter*

Nourishing Meat

Yardstick of Protein Foods

Rosy, tender, juicy ham slices are a top-ranking source of eating pleasure; top-ranking source of protein, too. But so is *all* meat. Any kind or cut has the *complete*, high-quality protein that

- starts you in life sounder and stronger
- gives you healthy growth in childhood
- keeps your flesh firm, your muscles sound
- speeds recovery after injury or surgery
- gives you more vigor for work—more zest for play—throughout life.

Because meat has so much of the right kind of protein, it is recognized as a yardstick of protein foods—a good value in nutrition.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago

• Members throughout the U. S.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

COMMISSIONING IS FORMAL

In a cold March drizzle the *Wisconsin* was recommissioned with traditional naval ceremony. While a band played the national anthem her colors went up on the flagstaff, a commission pennant was hoisted to the truck and she was once again on active duty. In the speeches, Wisconsin's Governor Kohler said this event gave "clear notice to our enemies that our patience is wearing thin," and the captain semijocularly asked that the guests take "as few souvenirs as possible off the ship." Then the governor and visiting admirals adjourned to a reception in the captain's cabin, the officers and their guests left for the wardroom and everyone else went to the crew's mess hall for ice cream and a nonalcoholic raspberry punch.

The *Wisconsin* joined a fast-growing U.S. fleet which has already taken 2 battleships, 10 carriers, 31 destroyers and 175 other ships out of mothballs since last June. Some 170 more ships are due for reactivation, and the Navy is building 173 new ones, including the much-debated 57,000-ton flush-deck carrier. Under the present announced program the Navy will reach a strength of nearly 1,500 ships—20% of the 7,500 it had in 1945.



COMMISSIONING CAKE for the captain's reception was baked ashore, to the complete disgust of the *Wisconsin's* baker.

"WISCONSIN'S" CAPTAIN SALUTES AND GOVERNOR STANDS AT ATTENTION AS THE COLORS ARE RUN UP THE FLAGSTAFF



Never neglect a cut finger

The tiniest injury can become infected. Never take a chance. Always use BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

Always look for the name
on the box



BAND-AID means MADE BY
Johnson & Johnson



His thinner skin calls for your gentlest care

His skin is thinner than yours — be gentle!



Only the downiest towel is allowed to touch his petal-soft body. Your baby's skin is so tender, so much thinner than yours, you know—harsh weaves could easily "hurt" it. Skin studies show his sensitive, delicate skin can be irritated and injured more quickly. Always he depends on your gentle care to spare him discomfort.

Three "tender-skin" qualities are all-important when choosing his bathroom tissue. "Old-linen" softness to prevent chafing . . . instant absorbency for immaculately clean cleansing . . . and the right amount of strength to resist tearing or shredding—even when moist.



This ideal combination of "tender-skin" qualities for your baby is always to be found in ScotTissue. And you will find too that ScotTissue's greater value makes it the perfect choice for every member of the family. You get 1000 generous full-size sheets to a roll. ScotTissue goes further, lasts longer. "ScotTissue," "Soft as old linen," Reg. U. S. Pat. Off.

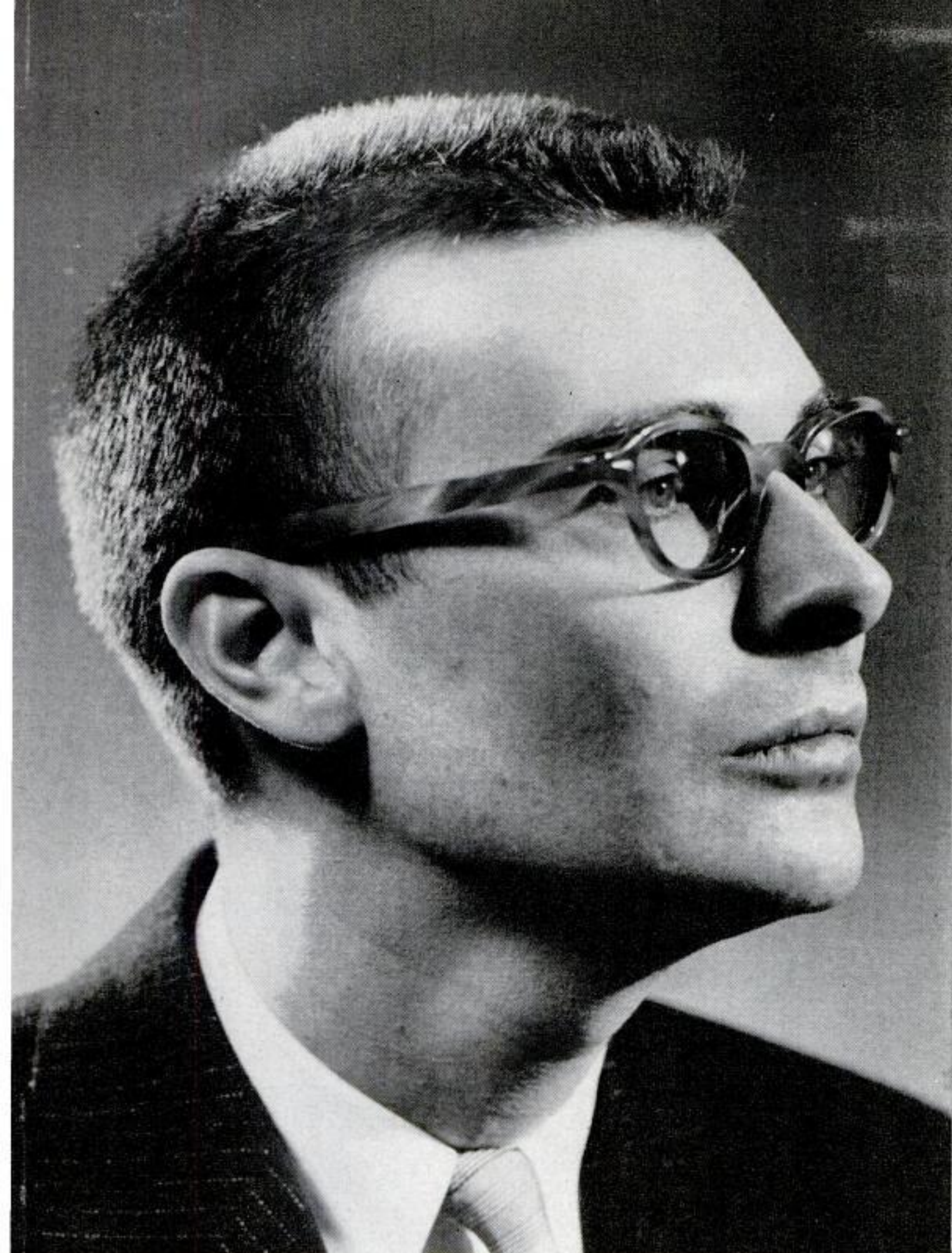
1000 Full Size Sheets—Soft As Old Linen

THIS IS MALE CHARM?

Horn-rimmed glasses and crew cuts wow the girls

Common-garden males, who are either too skinny or too fat, who squint through horn-rimmed glasses and whose crew haircuts look "as if the owner's head had just been browsed by an undecided sheep," have never had it so good. As Columnist Robert Ruark pointed out a few days ago, the popular image of the American hero in the entertainment field has abruptly changed. Girls are getting goose-pimples over such unhandsome types as Singer Russell Nype (*left*), who was hardly known on Broadway until he was ordered to clip his hair for a musical comedy role, and over Television MC David Garroway (*below*), who looks like the boy who used to read books while the other kids played baseball. A whole new crop of nightclub and TV comics has sprouted with the coltish, wet-behind-the-ears look of high school sophomores, and has already brought counterattack (*below, left*) from men who feel their mature charm is enhanced by a lack of hair. Reasons for the current ascendancy of the unhandsome male have not yet been announced by the psychologists. But with things the way they are, as Ruark happily observes, "there is hope for everybody today."

TV COMIC DAVE GARROWAY PEERS THROUGH SPECTACLES LIKE A PROFESSOR



COLLEGIATE, BRISTLE-TOPPED RUSSELL NYPE IS A HIT IN "CALL ME MADAM"



TO ACQUIRE CHARM, balding Abe Burrows (*top*), song-writing humorist who is also coauthor of Broadway smash hit *Guys and Dolls*, kiddingly puts on crew-cut toupee and admires his new look in mirror (*below*).

Got that way



'cause I love PEP



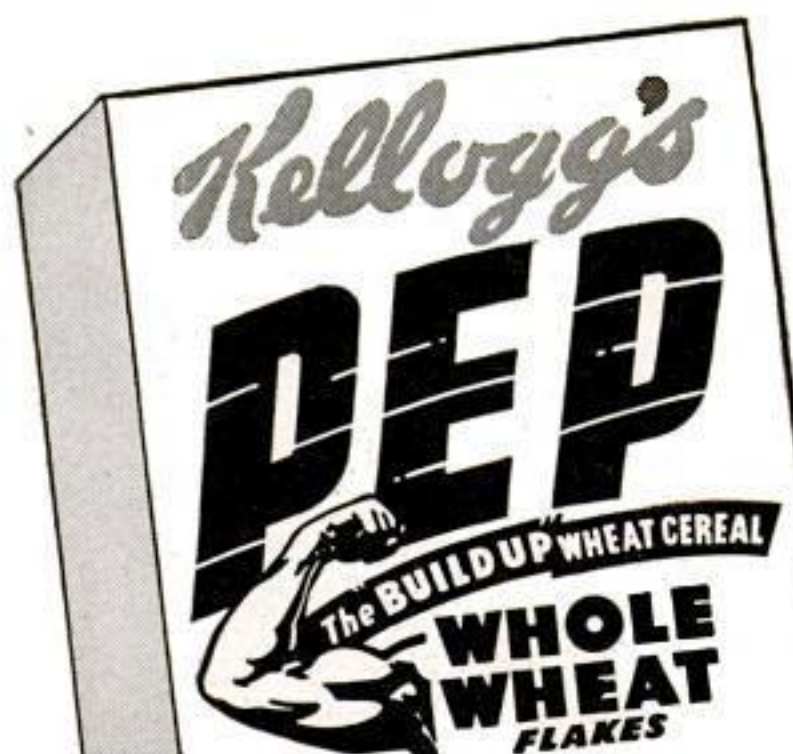
the "BUILD UP" wheat cereal

Kellogg's PEP with milk provides one of the most complete foods you can serve. Along with the food value of whole wheat flakes and milk, you get **These Important Vitamin Values** A full day's needs of Sunshine Vitamin D in every one-ounce bowlful—AND—more Vitamin B₁ than any other

leading brand of wheat flakes! Because of these "builder-upper" food values, food experts call it "the mighty ounce"!

Now Made Better Tasting!

Kellogg's "Protec" process brings you crisp freshness *never before possible* in wheat flakes. You've never tasted such *fresh-flavored* wheat flakes—and no other keeps so *crisp*! Treat your family to Kellogg's PEP!



Prize in Every Package!

Plastic picture rings! 16 pictures—all different! Movie Stars, Sport Stars, Frontiersmen, Indians, Latest Fighting Airplanes! 6 bright colors. One in every package of Kellogg's PEP!

Freshness Insured by Kellogg's exclusive "PROTEC" process!

Male Charm CONTINUED

THE GIRLS GET CROP JOBS, TOO



CAROL CHANNING in current musical, *Gentlemen Prefer Blondes*, wore 1920s version of crew cut.



MARY MARTIN set style for short hair in *South Pacific*, so now, as Ruark says, "you have to ask for a draft card momentarily to tell boys from girls."



JULIE HARRIS, in *The Member of the Wedding*, has closest crop of the lot in role of a young tomboy.



Mrs. Walter Wanger (Joan Bennett), star of "The Man Who Sank The Navy," and Mr. Walter Wanger, noted film producer, in their Hollywood home.



Joan Bennett says:
(MRS. WALTER WANGER)

"I love to see
a man smoke
a Cigarillo"

Like Joan Bennett, smart women everywhere endorse the trim, stylish look of The New Idea in Smoking... They admire the graceful lines of the Robt. Burns Cigarillo, most becoming to a man's face... Men love its mild, delicious taste. The perfect mild smoke...



Robt. Burns
Cigarillos 5¢
EACH

"IN A CLASS BY ITSELF"

THRILLING NEW COLORS!



Spanish Brown, one of the exciting, new SUPER KEM-TONE colors, brings rich warmth to walls, contrasts smartly with Shasta White or Princess Ivory ceiling.



Kem-Tone

TOP VALUE IN THRIFTY HOME BEAUTY

The oil paint that mixes with water. Your outstanding value in home decoration where a lovely, flat matte finish is desired. Amazingly economical, a gallon of KEM-TONE, thinned with water, makes a gallon and a half of paint, ready to apply, at only \$2.66 a gallon.

\$1.35 QUART

\$3.98 GALLON

(in concentrated paste form)



So Beautiful, So Washable!

Super Kem-Tone®

Sensational New Paint Gives Your Walls Enduring Beauty
IT'S GUARANTEED* WASHABLE!

For sheer beauty, ease of application, washability and long life, SUPER KEM-TONE is in a class by itself. You will be delighted when you see what this marvelous new paint will do for your living room, dining room and bedrooms.

The range of colors will satisfy the most particular taste—high-fashion deep tones, gorgeous intermediate shades and luscious pastels. And they all flow on so easily and perfectly, with brush or Roller-Koater. You'll be amazed at the ease and speed of applying SUPER KEM-TONE, over previously painted walls, over wallpaper, plaster, wood and other surfaces. It dries in less than an hour . . . you can paint and use room the same day.

SUPER KEM-TONE's tight, nonporous surface prevents dirt from penetrating, makes it easy to keep clean. It can be washed repeatedly without marring its beauty.

Try it yourself, see why users everywhere are saying, "Never before a paint like this!"

SUPER KEM-TONE is Guaranteed* Washable or your money back by seven leading paint companies . . .

Acme Quality Paints, Inc., Detroit
 W. W. Lawrence & Co., Pittsburgh
 The Lowe Brothers Co., Dayton

The Sherwin-Williams Co., Cleveland

John Lucas & Co., Inc., Philadelphia
 The Martin-Senour Co., Chicago
 Rogers Paint Products, Inc., Detroit



*** WASHING DOESN'T HARM IT . . .** After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household paint cleaners without impairing its beauty.



SO EASY TO APPLY . . . Ready to use, no thinning, just stir and apply. SUPER KEM-TONE goes on "like a breeze" with brush or Roller-Koater, dries quickly . . . evenly . . . beautifully.



COLORS GALORE WILL DELIGHT YOU . . . Here's practically unlimited range of glorious colors to sing a song of loveliness for your home . . . light shades or new deep tones.



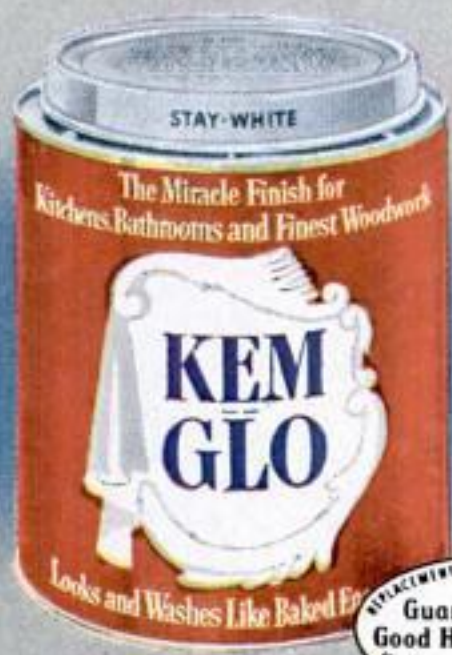
\$1.59 QUART

\$4.98 GALLON

DEEP COLORS SLIGHTLY HIGHER

NO THINNING—JUST STIR AND APPLY

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE



KEM-GLO

LOOKS AND WASHES LIKE BAKED ENAMEL

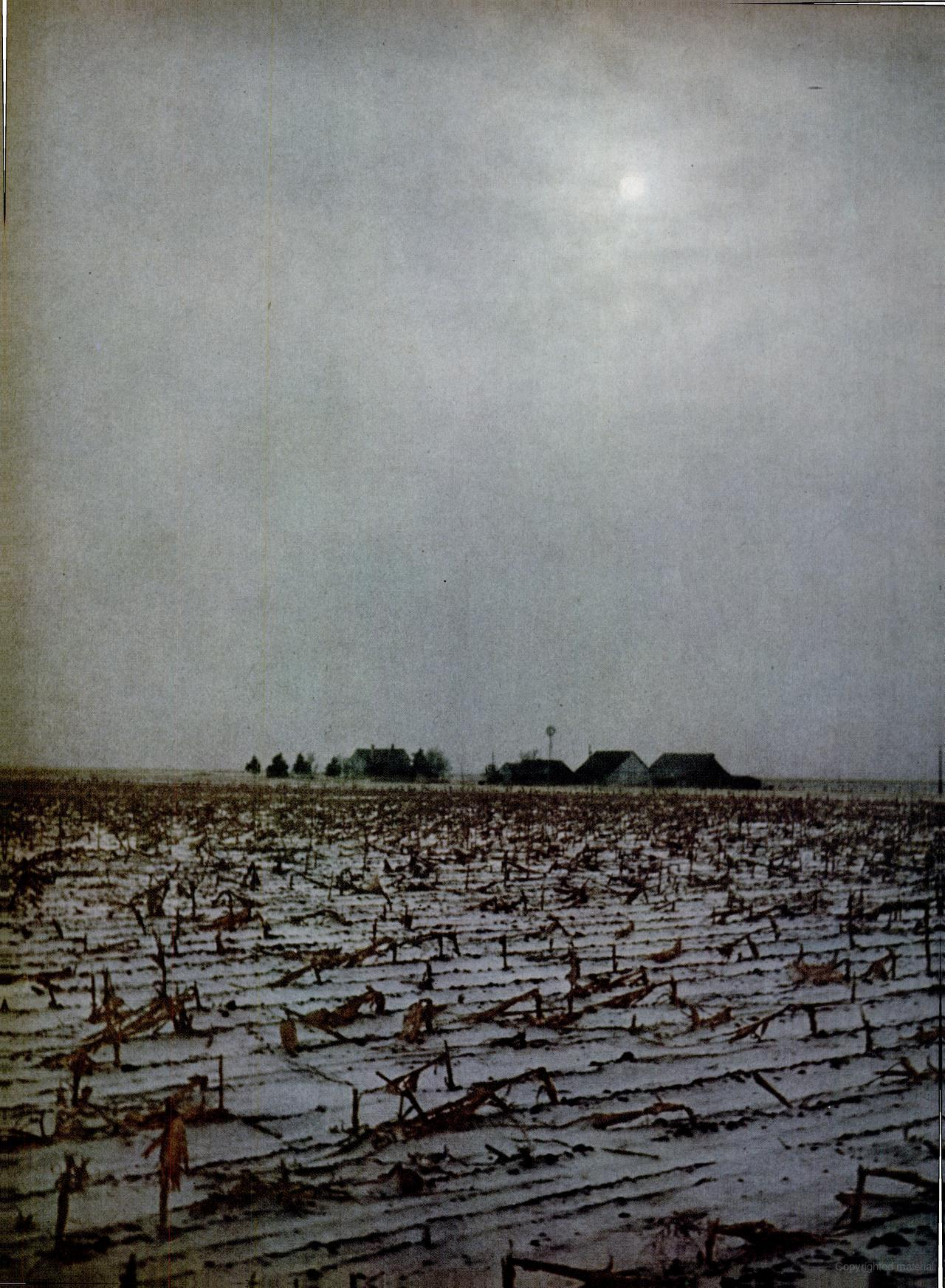
The miracle lustre enamel for kitchen and bathroom walls and all interior woodwork—for interior and exterior furniture. Goes on like magic. One coat covers most surfaces. Dries in 3 hours. Washes as easily as your refrigerator. Even boiling water will not harm KEM-GLO's beautiful finish. Gorgeous new colors.

\$1.39 PINT

\$2.39 QUART

\$7.98 GALLON







CATHER AT 23

In 1902, back from Europe in a Paris gown, Willa Cather had already begun her career writing for a Lincoln, Neb. newspaper.

WILLA CATHER COUNTRY

SHE WROTE ABOUT A NEW, UNTAMED AMERICA

TEXT AND PICTURES BY DAVID E. SCHERMAN

Thirty years ago Willa Sibert Cather of Red Cloud, Neb. said: "A book is made with one's own flesh and blood of years . . . it is cremated youth. It is all yours—no one gave it to you." The "flesh and blood" of her years was her childhood on the bleak Nebraska land of the '80s and '90s. There she rode her pony over the still-unplowed prairies, visiting Bohemian, Norwegian, Swedish, German, French and Russian immigrants who were her friends, forging her education in the struggle of these homesteaders and her own family to overcome the loneliness of the terrifying new life.

Such was the stuff from which she fashioned

the finest of her novels—*O Pioneers!*, *My Ántonia*, *A Lost Lady*. Today, in a time that finds America rediscovering its literary greats (Melville, James, Fitzgerald), Willa Cather, who died in 1947, stands among them as a novelist whose works are unmatched for clear beauty and a kinship with the American pioneer spirit. She had an overwhelming ambition to write, undeviating devotion to her art and a sparse yet luminously rich style. She drew the American countryside with such clarity of detail and poetic accuracy that the camera, retracing her steps today, can still find and record the scenes as Willa Cather saw them and set them down.

"The pale, cold light of the winter sunset did not beautify" the Nebraska divide where Willa Cather lived. But in summer, she wrote, "there is something frank and joyous . . . in the open face of the country," and the heavy grain "bends toward the blade and cuts like velvet."





CHARLES CATHER

Charles Cather followed his pioneering father and brother to Nebraska when his Winchester, Va. sheep barn burned. He settled on a farm in "Catherton," later



WILLA AT AGE OF 5



"WM. CATHER, M.D."

opened a loan office in nearby Red Cloud, where life was easier for his ailing wife Virginia. "Willie," aspiring to be a doctor, called herself "Wm. Cather, M.D."



VIRGINIA BOAK CATHER



Young Antonia, "seated alone under the pagoda-like elders" in Cather's novel, looked like Karen Jackson who lives in Riverton, Neb., is herself a descendant of German-English Nebraska pioneers.



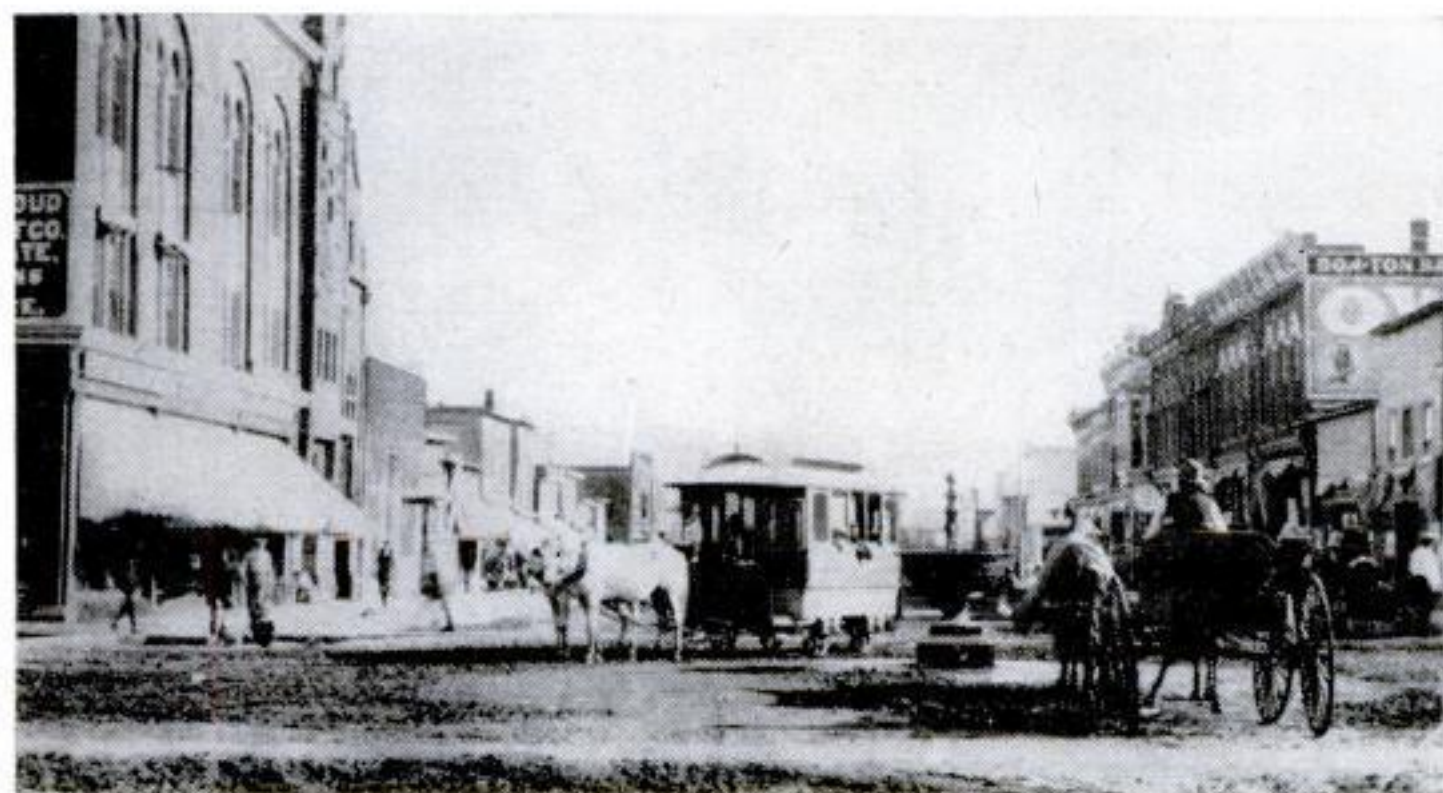
Now 82, Annie Pavelka of Bladen, Neb., Willa's life-long friend and inspiration for *My Ántonia*, still has what the writer called the "full vigour of her personality, battered but not diminished," of her youth.

"My Ántonia" recalls Willa's Nebraska years

As a child Willa Cather was outgoing and active, a constant visitor to the farms around Red Cloud and an inquisitive but welcome guest in the farmhouse kitchens. The places and people she knew during this period are the subject of a new book, *The World of Willa Cather* (Dodd, Mead, \$3.50) by Mildred R. Bennett, who with LIFE's photographer revisited many of the scenes and friends of Willa's childhood.

Miss Cather's portraits were usually composites of a number of real-life people, but friends feel that her autobiographical *My Ántonia* centered

around the hearty Czech pioneer above, Mrs. Annie Sadilek Pavelka. Taking the role of a reminiscing Nebraskan, Cather traced Annie's story from the time she arrived on the Burlington railway's "immigrant car" and could say only, "We go Black Hawk, Nebraska," through her early life in a cave dug out of a draw-bank and her years of working as a "hired girl" for the Cather neighbors, to her eventual return to the land as a farm wife and mother of 13. To her friend "Willie" Cather, Annie was all her life the symbol of the conquest of the New World by pioneers from the Old.



RED CLOUD, NEB. IN 1910 AND 1951

Red Cloud was the "Black Hawk" of *My Ántonia*, the "Hanover" of *O Pioneers!*, the "Sweet Water" of *A Lost Lady*, "Frankfort" of *One of Ours*, "Haverford" of

Lucy Gayheart and the fictional village of a dozen other stories. A thriving railway town of almost 5,000 in Willa's day (left), it is only a third that size today.



ON VACATION IN WYOMING

Willa drives a handcar along the Burlington rails near Cheyenne. Like all her experiences, railroading appears in her stories and novels.

Pioneers and the prairie were her raw materials

Willa Cather left Nebraska in 1896, having graduated from the university in 1895. She did newspaper work in Pittsburgh, was managing editor of *McClure's Magazine*, went to Europe. Her first novel, *Alexander's Bridge* (1912), written in the genteel style of the day, was unpromising. Then in 1913, having been away from the prairies for 17 years, she wrote *O Pioneers!* "This was the first time I walked off on my own feet—" she inscribed in a friend's copy, "everything before was half real and half an imitation of writers whom I admired. In this one I hit the home pasture."

The "home pasture" was Nebraska, where "the great fact was the land itself, which seemed to overwhelm the little beginnings of human society that struggled in its sombre wastes . . . [as if] men were too weak to make any mark here." Houses were "few and far apart; here and there a windmill gaunt against the sky, a sod house crouching in a hollow." It was a land that could reward its settlers with corn that grew 16 feet tall one year and drive them to ruin the next. "The cornfields were far apart in those times," she wrote years later in *My Antonia*. "It took a clear, meditative eye like my grandfather's to foresee that they would enlarge and multiply until they would be . . . the world's cornfields; that their yield would be one of the great economic facts, like the wheat crop of Russia, which underlie all the activities of men, in peace or war."

Willa Cather wrote about this world from firsthand experience. She had been brought there from a Virginia farm at the age of 9, and the shock of the inhospitable prairie left an impression she never forgot: "That shaggy grass country had gripped me with a passion I have never been able to shake. It has been the happiness and the curse of my life!"

A lonely Nebraska farm besieged by a snowstorm recalls the opening lines of *O Pioneers!*: "One January day . . . the little town of Hanover, anchored on a windy



In *O Pioneers!* Willa remembered the "winding ravine," near her prairie home in Webster County, "with steep, shelving sides overgrown with brush and cotton-



← "The brown earth, with such a strong, clean smell, and such a power of growth and fertility in it, yields itself eagerly to the plow; rolls away from the shear, not even dimming the brightness of the metal, with a soft, deep sigh of happiness." Thus she wrote of spring plowing and furrows that "often lie a mile in length."

Nebraska tableland, was trying not to be blown away . . . ; some of [the dwelling-houses] looked as if . . . they were straying off . . . headed for the open plain."

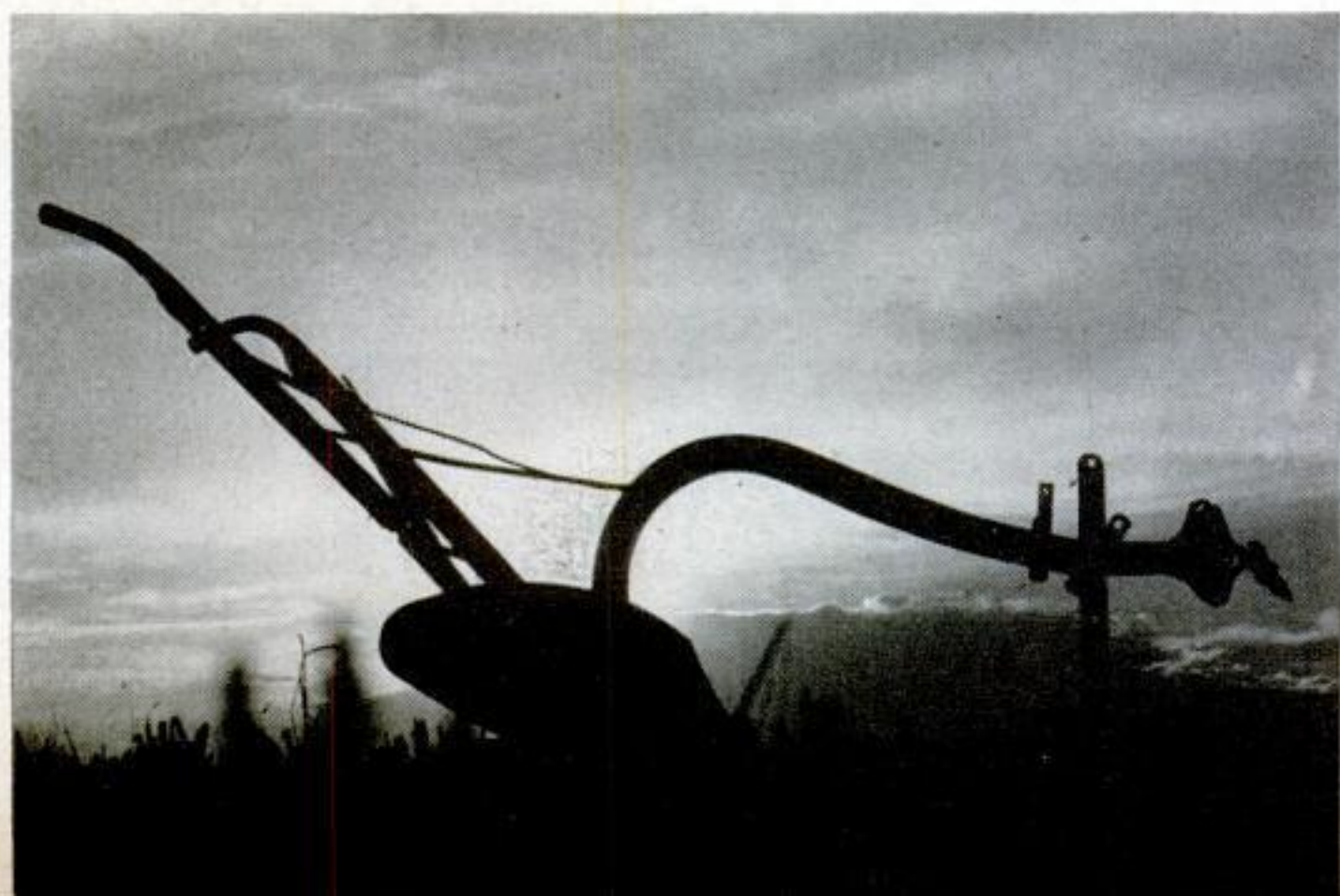
woods and dwarf ash. . . . Of all the bewildering things about a new country, the absence of human landmarks is one of the most depressing and disheartening."

Through the eyes of a returning Nebraskan in *My Ántonia*, Willa Cather rediscovers a piece of the old road of her youth that "used to run like a wild thing across the open prairie, clinging to the high places and circling and doubling like a rabbit before the hounds," with ruts "like gashes torn by a grizzly's claws."

CONTINUED ON NEXT PAGE



A deserted farmhouse, "encircled by porches, too narrow for modern notions of comfort, supported by the fussy, fragile pillars of that time, when every honest stick of timber was tortured by the turning-lathe into something hideous," evokes today the neglected Forrester mansion of the tragic *A Lost Lady*.



"A great black figure suddenly appeared on the face of the sun" to the girls in *My Ántonia*. "On some upland farm, a plough had been left standing in the field. The sun was sinking just behind it. Magnified across the distance by the horizontal light, it stood out . . . heroic in size, a picture writing on the sun."



In the graveyard near "Catherton," under the tall shaft at left, lies Willa's uncle, George P. Cather, who helped plan Webster County in 1873. Looking at such a scene, old Mr. Rosicky in *Obscure Destinies* thought the "fine snow, settling into this . . . grass and upon the . . . headstones, looked very pretty."

To Mr. Rosicky, who liked to stop "by the windmill to look up at the frosty winter stars," his home was dear, "but the sleeping fields and . . . noble darkness were dearer still." Many friends saw in dying Rosicky the sensitive John Pavelka, hardworking husband of the capable Annie shown on page 115.

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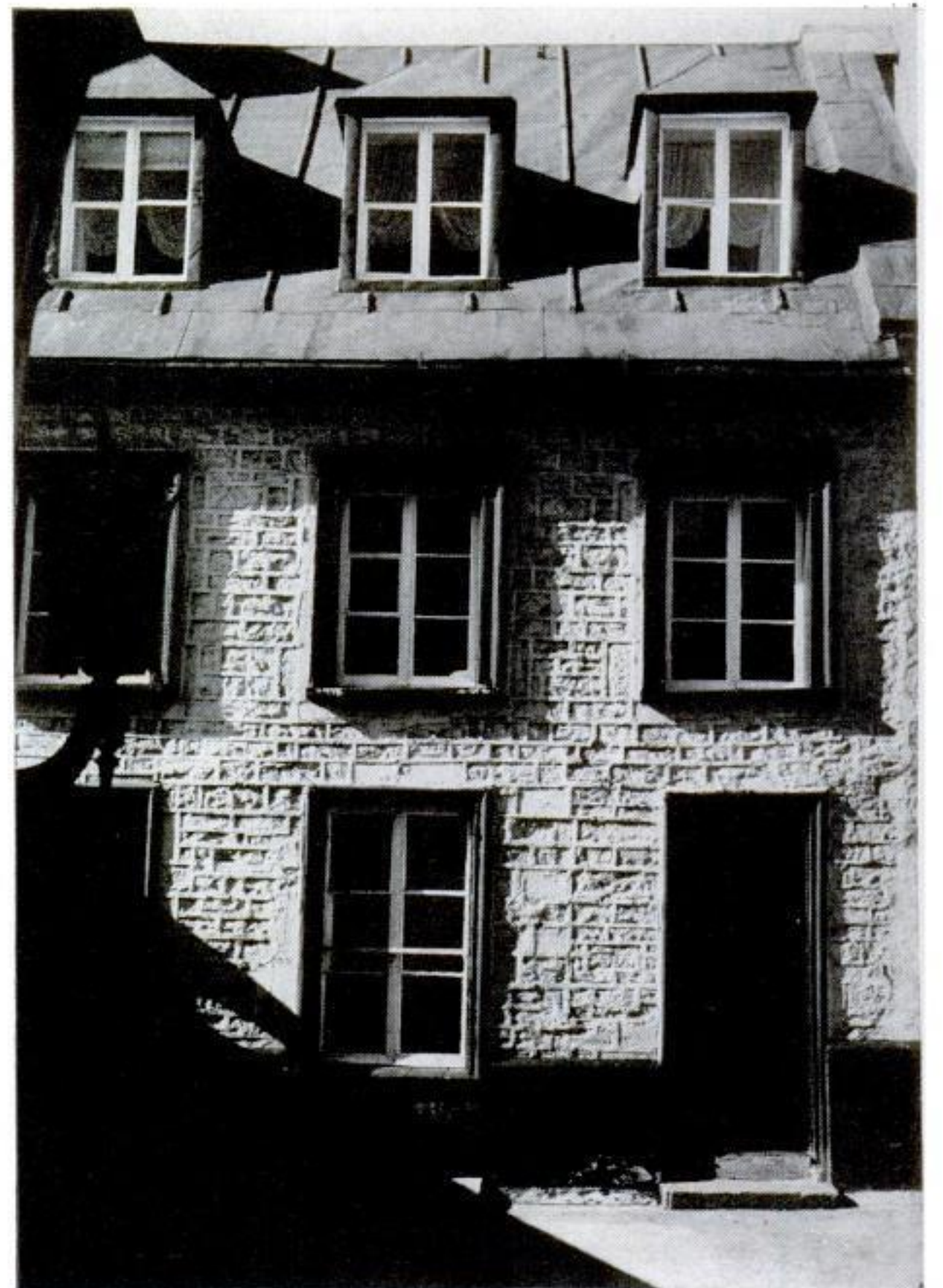
WILLA CATHER CONTINUED

She wrote of Quebec and the Southwest

In two of her later and vastly successful novels, Willa Cather deserted Nebraska for French Quebec and the Spanish Southwest. But though the locale of her stories changed, their main theme did not. It was always the clash of old, well-established European cultures on an untamed new America.

Shadows on the Rock (1931) told of the transplanting of the adventurous Count Frontenac and his retinue from the sumptuous court of Louis XIV to the barren rock of "Kébec"—a town of "shivering spires; the whole . . . like one great white church, above the frozen river." The soldier-nobleman's efforts to return to France frame the placid tale of a little French girl whose widowed father, Euclide Auclair, is apothecary to the count. Frontenac's attempts to get home fail. He dies in Quebec and the doctor is stranded with his daughter in the lonely new world. "Not without reason," he thinks bitterly, "had the Latin poets insisted that thrice and four times blessed were those to whom it befell to die in the land of their fathers."

The same longing for France, and the same fate, are the lot of a pioneer, saintly Jean Marie Latour, in *Death Comes for the Archbishop* (1927). In rigidly simple fashion, Miss Cather wove into his story the "fragrance of hot sun and sagebrush and sweet clover" of the New Mexico desert, and "steep, carnelian hills" of the Sangre de Cristo range, peopled not by her cultured Scandinavian homesteaders but unlettered Navaho, Apache and Pueblo aborigines, a faithful flock who gave as much in ancient tribal mysteries to Father Latour as he to them of the true religion.



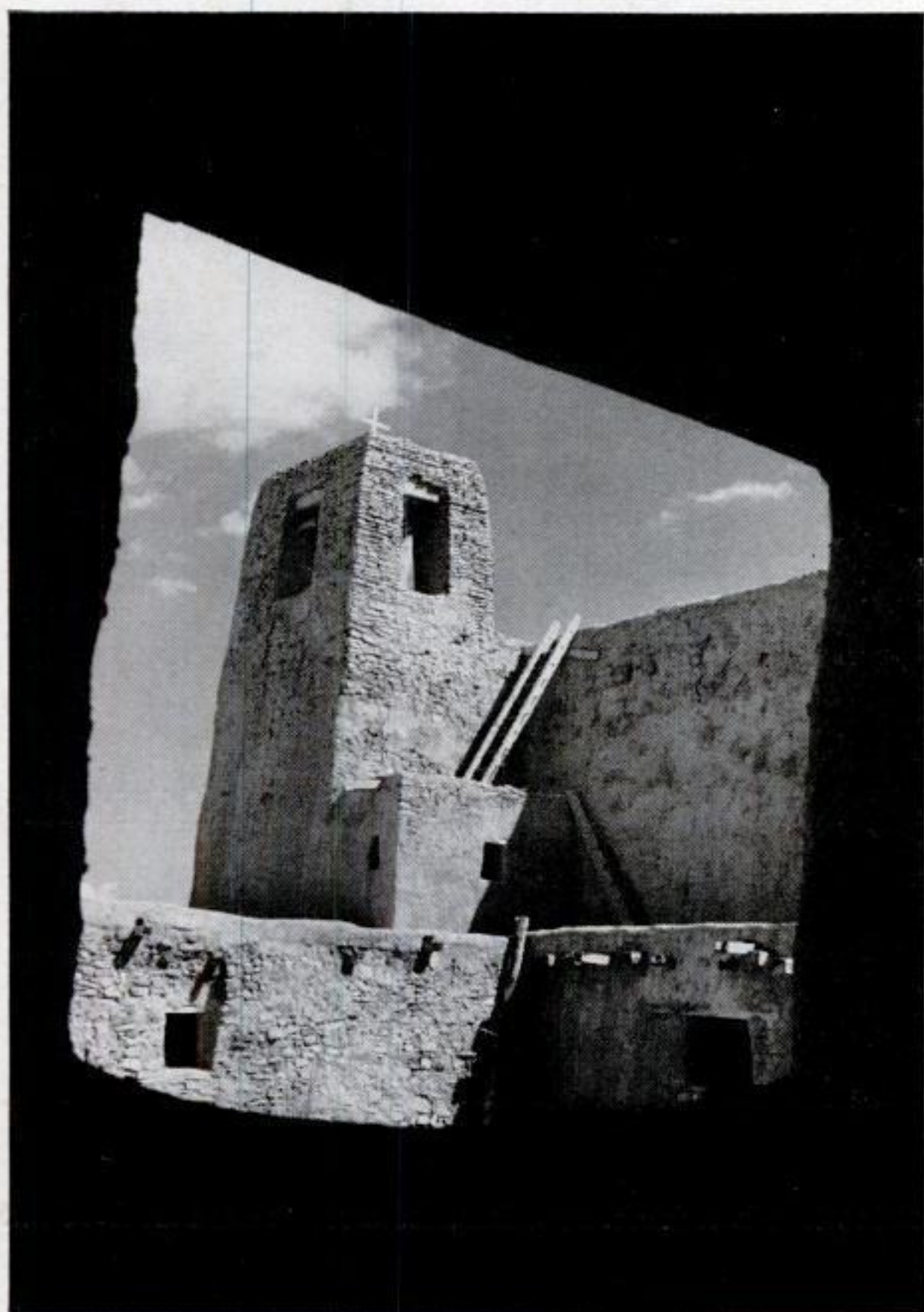
Apothecary Euclide Auclair's house could have been this one, the last still standing on the hill that leads down to Lower Town of old Quebec.

← Little Jacques, son of a raffish, sailor-loving harlot, whom Cather's young heroine, Cécile, befriended, played on these narrow streets below Count Frontenac's high chateau. Even in Quebec the novelist recalled her youth; in Jacques there is something of her little nephew Charles.



CATHER IN 1926

By the time she wrote *Death Comes for the Archbishop* in 1927, Willa Cather was the first lady of American letters, with a Pulitzer prize (1922). She won honorary degrees from Michigan, Nebraska, Yale, Columbia and Princeton.



Archbishop Latour visited the old church on Ácoma mesa, from whose cliffs, legends say, angry natives threw a tyrannical priest into desert.

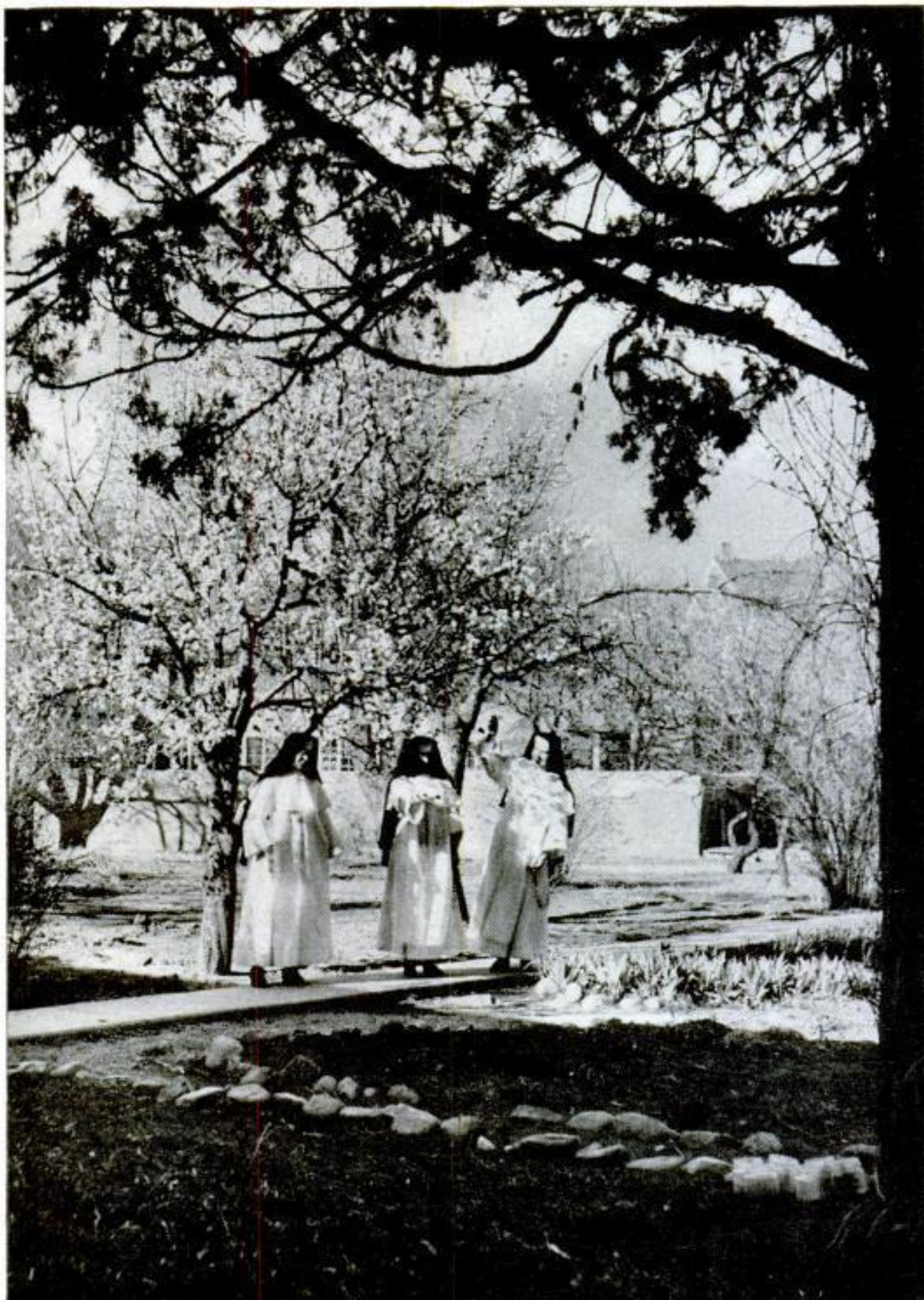
In the opening pages of *Death Comes for the Archbishop*, Father Jean Marie Latour, making his way north to Santa Fe and his new diocese, is lost among the "miles of . . . conical red hills . . . so exactly like one another that he seemed to be wandering in some geometrical nightmare."

CONTINUED ON NEXT PAGE





The parish priest of tiny Villanueva, almost as isolated today as Santa Fe was in Father Lamy's day, travels the rocky banks of the Pecos—"no easy life," a Vatican cardinal is told in the prologue to *Death Comes for the Archbishop*. "He will eat dried buffalo meat . . . and he will be glad to drink water when he can get it."



South of the Cathedral of St. Francis in Santa Fe is Father Lamy's orchard. "The Bishop brought his fruit trees (then dry switches) up from St. Louis in wagons, along with the blessed Sisters of Loretto, who came to found the Academy of Our Lady of Light," wrote Cather. The orchard and the sisters are still flourishing.



Statue of Father Jean Lamy stands before the cathedral he built in Santa Fe.

Real French churchman inspired "Archbishop"

"I never passed the life-size bronze . . . which stands . . . before the Cathedral in Santa Fe without wishing that I could learn more about a pioneer churchman who looked so well-bred and distinguished," said Willa Cather of her first trip to the Southwest. Years later, she found a book printed in Pueblo, Colo. telling about Father Jean Lamy (*above*) and his bustling vicar, Father Joseph Machebeuf. From this book and the local legends she wrote her classic *Death Comes for the Archbishop*, whose Jean Marie Latour is only a thinly disguised portrait of Father Lamy.

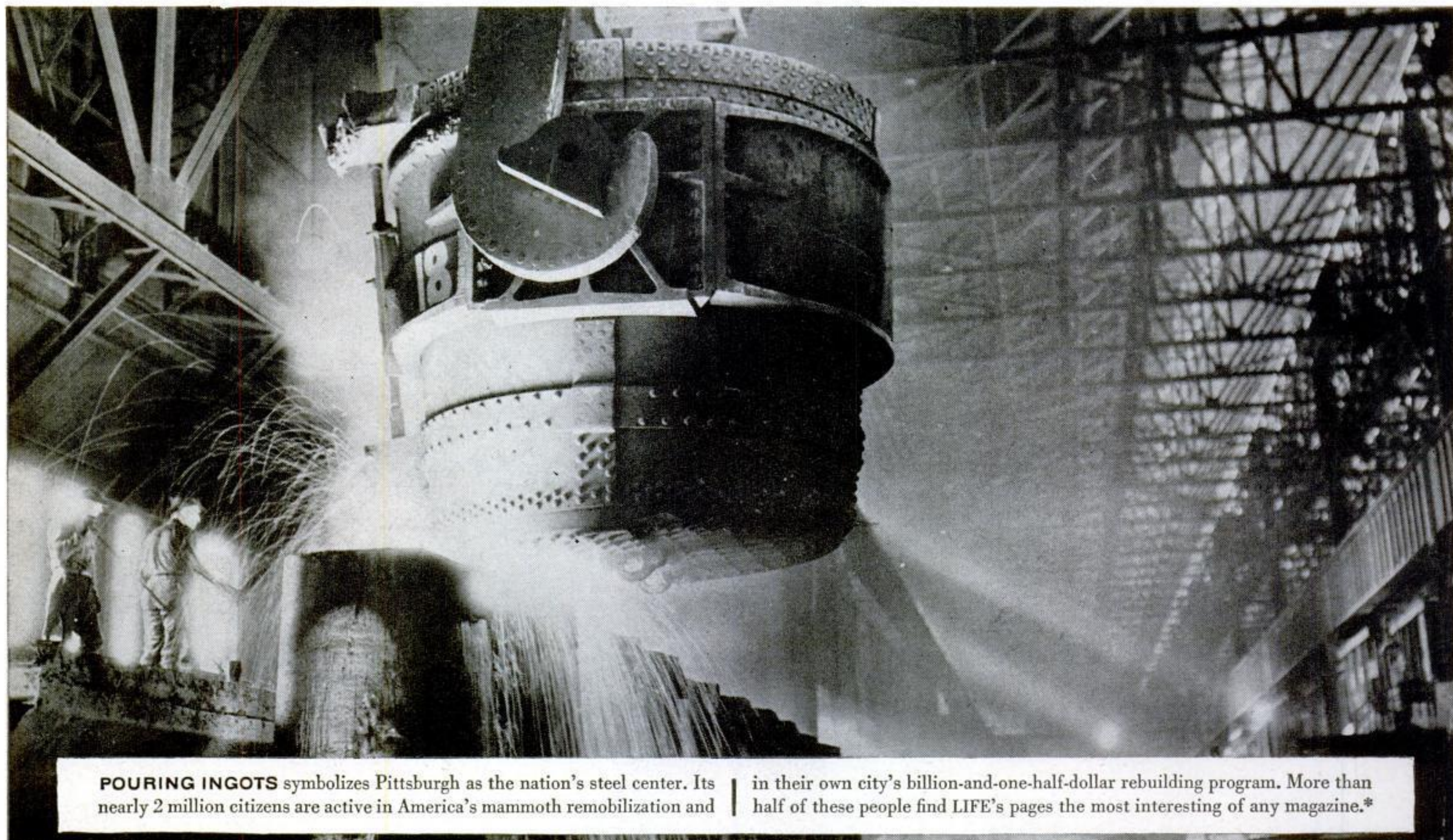
The archbishop's parish was a domain "larger than Central and Western Europe, barring Russia," a territory now covered by three bishops and three archbishops. Far from the comely villages of his native Auvergne, it was a country he had learned to love. "He did not know," Willa Cather wrote, "just when it had become so necessary to him, but he had come back to die in exile for the sake of it. Something soft and wild and free, something that whispered to the ear on the pillow, lightened the heart, softly, softly picked the lock, slid the bolts, and released the prisoned spirit of man into the wind, into the blue and gold, into the morning, into the morning!"



Father Lamy spent his declining years in this little chapel north of Santa Fe. Willa Cather lived there while writing.

On one of the tours of his parish the archbishop came upon the Enchanted Mesa, and his Indian guide, Jacinto, told him that on this "there had once been a village, but the stairway which had been the only access to it was broken off by a great storm many centuries ago, and its people had perished up there from hunger." →





POURING INGOTS symbolizes Pittsburgh as the nation's steel center. Its nearly 2 million citizens are active in America's mammoth remobilization and in their own city's billion-and-one-half-dollar rebuilding program. More than half of these people find LIFE's pages the most interesting of any magazine.*

What happens when **LIFE** hits Pittsburgh?

As a member of LIFE's audience, you may be interested in comparing its impact on Pittsburgh with that on your own city, town, or village.

In Pittsburgh, as you see on these pages, LIFE influences every facet of the city's life. It affects civic and community affairs, careers and culture, commerce and communication.

On city after city, LIFE seems to have the same

impact week after week. The findings of a recent and significant research study help tell why . . .

In the course of 13 issues, LIFE is read by over half the nation and is most regularly read by the best-educated, highest-income Americans.*

With such an audience, LIFE has entered America's life . . . becoming part of the entertainment and enlightenment of Americans everywhere.

* From the *Accumulative Audience Study* by Alfred Politz Research, Inc. This study measures the number of people over age 10 who read a single issue of LIFE (23,950,000) and reveals how this audience accumulates—as occasional readers are added to regular readers—to a total of 62,600,000 different people, in thirteen issues.

CIVIC AND COMMUNITY LEADERS FEEL ITS IMPACT...



MAYOR David L. Lawrence: "Pittsburghers, proud of their rebuilding program and aware of their responsibilities, count on LIFE to keep them informed about the world and to keep the world informed about their city."



EDITOR W.W. Forster of the Pittsburgh Press: "When Pittsburgh's three newspapers were not published for 47 days due to the strike, LIFE kept about 2 million metropolitan area residents in touch with the outside world."

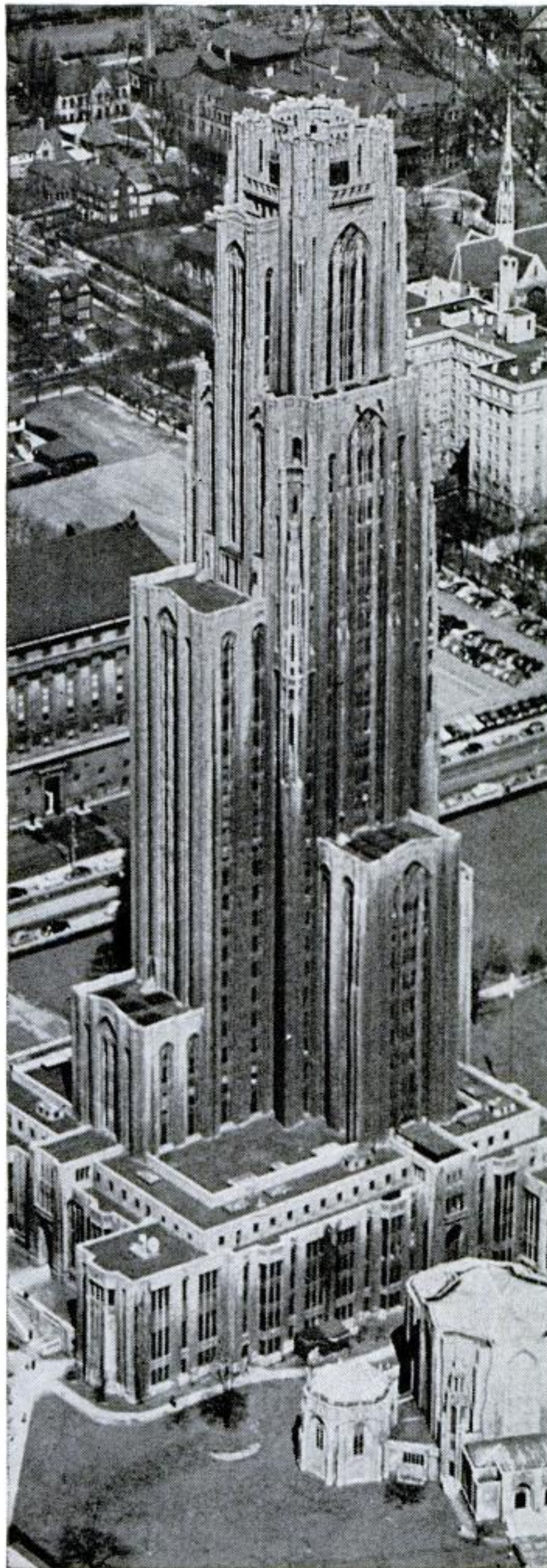


PRESIDENT Thomas F. Troy, Pittsburgh Chamber of Commerce: "LIFE emphasizes to Pittsburghers every week the essential role their city is playing in our nation's industrial mobilization as America's 'Arsenal of Democracy.'"

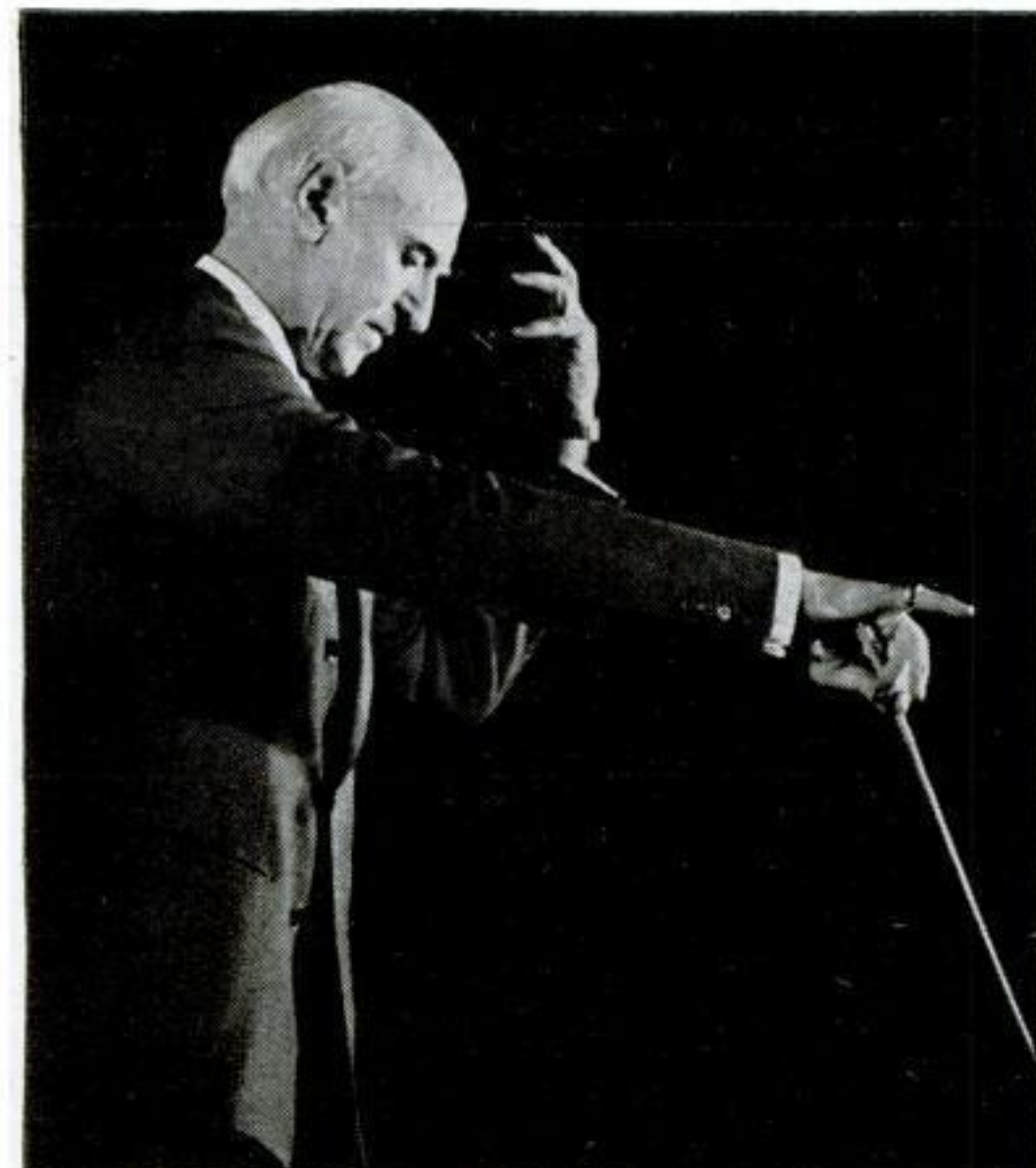
PEOPLE AND PLACES FEEL ITS POWER...



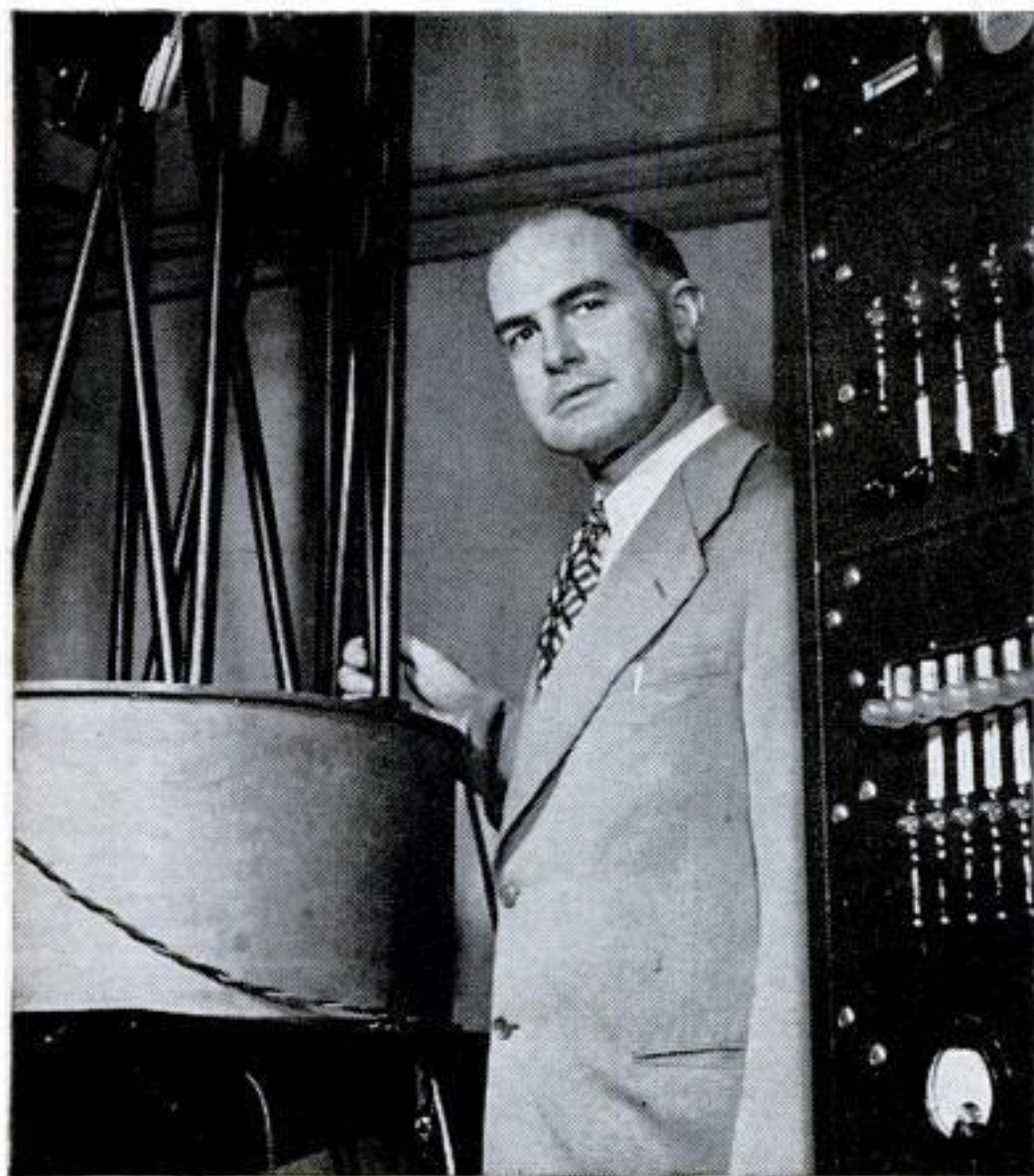
AMERICAN ARTIST Aleta Cornelius Malm: "Since appearing in LIFE (March 20, 1949), I have received more commissions for paintings than I could possibly handle." She is one of LIFE's 31,550,000 feminine readers.*



"CATHEDRAL OF LEARNING" at Pitt is tallest college building. Says Chancellor R. H. Fitzgerald: "We consider LIFE a great communicator of ideas." 77% of college-educated Americans are LIFE readers.*



GUEST CONDUCTOR Victor De Sabata with the Pittsburgh Symphony Orchestra appeared in LIFE article. Says Symphony's Manager Edward Specter: "LIFE's story definitely helped increase interest in music in Pittsburgh."



ATOMIC AUTHORITY Edward C. Creutz, who heads Carnegie Tech's Nuclear Research Center: "LIFE's accurate scientific articles have helped Americans to understand important developments taking place in modern science."



STAIR-SCRAMBLING children were in LIFE story on Pittsburgh's Community Chest Drive. Says Roy Stryker, head of Pittsburgh Photographic Library: "I was amazed at the hundreds of inquiries that came to us after LIFE's story."

COMMERCE AND INDUSTRY FEEL ITS INFLUENCE...



RETAILING. Irwin D. Wolf, V.P. of Kaufmann's Dept. Store: "Since its second issue we have regularly identified products advertised in LIFE through tie-in displays."



STEEL. Benjamin F. Fairless, Pres. of U.S. Steel: "No other magazine approaches LIFE's pictorial coverage of the news. It continues to lead its particular field."



APPLIANCES. Gwilym A. Price, Pres. of Westinghouse Electric Co.: "LIFE's impressive news helps Pittsburghers to understand the gravity of world conditions."



ALUMINUM. Roy A. Hunt, Pres. of Aluminum Company of America: "LIFE effectively interprets America." Mr. Hunt is one of LIFE's 31,050,000 male readers.*

Which girl has the natural curl... and which girl has the Toni?



Jane Cartwright and Nellie Jane Cannon, two of New York's loveliest girls. The Toni girl says, "My wave is as soft as silk and it takes no more care than naturally curly hair." Can you tell the naturally curly hair from the Toni wave? See answer below.

Now—Toni with Permafix guarantees a wave you
can't tell from naturally curly hair

Look closely! Compare the silky-softness—the deep, rippling waves, and the natural-looking curls. Which is which? You just can't tell! No—you can't tell a Toni wave from naturally curly hair. That's because Toni has the gentlest waving lotion known... plus a new wonder neutralizer, Permafix, that actually conditions your hair... leaves your wave soft and natural from the *very first day*. And month after month, your Toni with Permafix takes no more care than naturally curly hair.

Remember, Toni is used by more women than all other home permanents combined. Only Toni has the new wonder neutralizer, Permafix. And only Toni—of all permanents—guarantees a wave you can't tell from naturally curly hair.

Have a Toni with Permafix today, and *tonight* discover how thrilling it is to have a wave so silky soft, so naturally lovely, people *ask* you if you have naturally curly hair! Beautiful Jane Cartwright, the girl on the left, has the Toni.



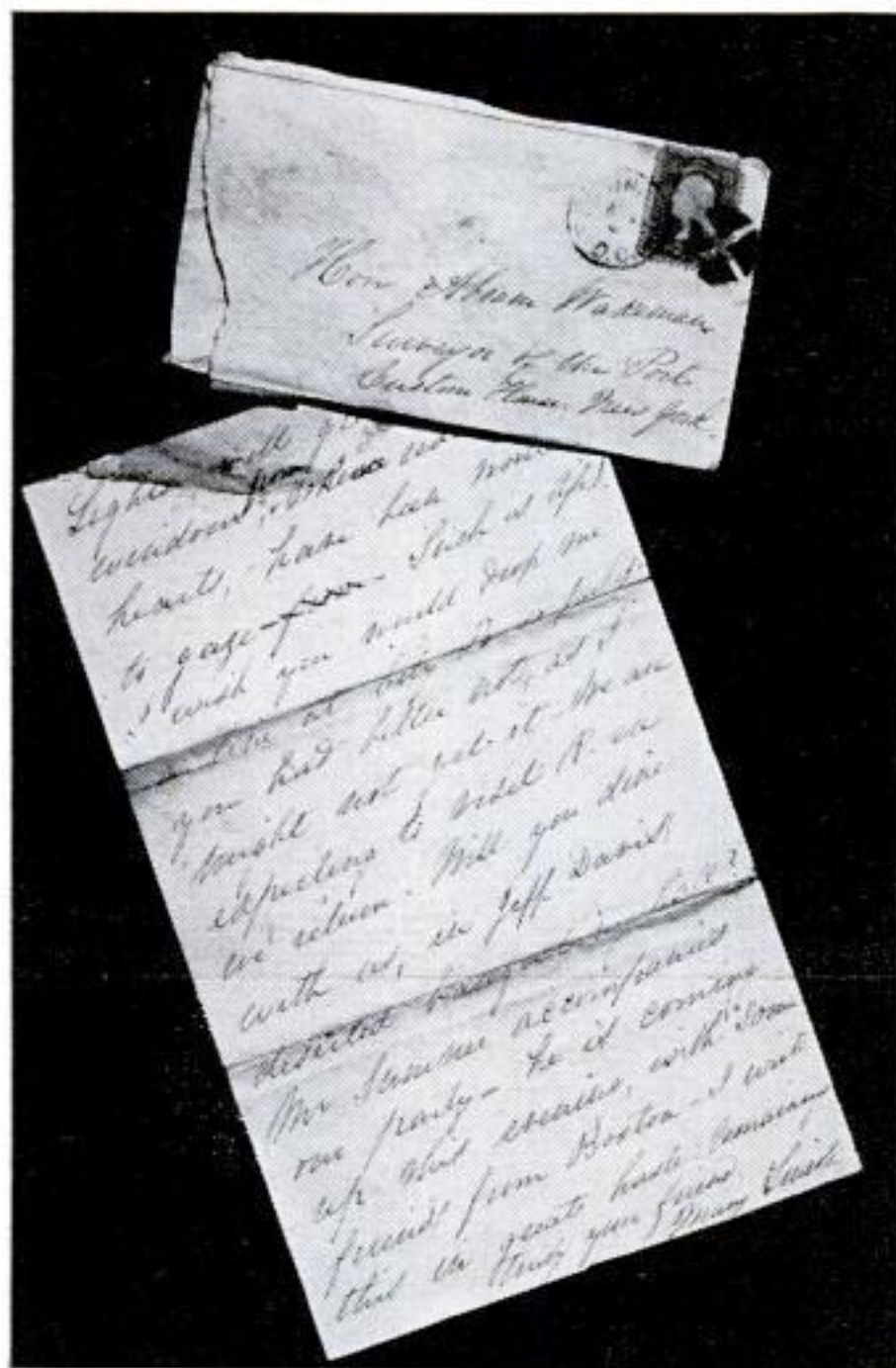
Hair styles by Don Rito

Which Twin Has The Toni? Compare Eleanor Fulstone's Toni (at the left) with her sister Jeanne's beauty shop permanent, and you'll agree that even the most expensive wave can't surpass the natural beauty of a Toni Home Permanent.

TONI REFILL ONLY \$1



Toni the wave you can't tell
from naturally curly hair!



MRS. LINCOLN'S LETTERS had been written to Mrs. Alexanderson's great-grandfather, Abram Wakeman, who held a federal job in New York. Mrs. Alexanderson found them stuck away in her mother's attic in a house where Wakeman once lived. They reveal Wakeman as Mrs. Lincoln's confidant. She warned him repeatedly—"this is between ourselves" and "say nothing about receiving a line from me."

\$1 FEE TURNS UP A \$100,000 FIND

New Jersey housewife brings New York appraiser six confidential letters written by Lincoln's wife

Sigmund Rothschild is an appraiser who for 15 years has spent most of his time explaining to people that the old family fiddle is not a Stradivarius and that Paul Revere did not make a tenth of the silver pots attributed to him. But, last week, an appraiser's pipe dream materialized for Rothschild. At the annual National Antiques Show in New York, Mrs. Verner Alexanderson of Englewood, N.J. brought three baskets of old papers for appraisal. In them were six letters written by Lincoln's wife Mary to Abram Wakeman. The Wakeman papers, one of the biggest Lincoln finds in decades, are worth more than \$100,000. Highly confidential, Mrs. Lincoln's letters are studded with cryptic references to a Mr. and Mrs. B., a Mr. W. and to E., whom Mary accuses of "vile falsehoods."

Mrs. Alexanderson got the appraisal at Rothschild's special Antiques Show bargain rate of \$1. At his 57th Street workshop (*next page*) Rothschild charges \$5. He also appraises for estates and insurance companies, appears regularly on television shows. His only experience comparable to finding the Lincoln letters came in 1950 when he recognized \$30,000 Velazquez under the dust and dirt of an old painting.



MRS. ALEXANDERSON AND APPRAISER ROTHSCHILD GO OVER LINCOLN LETTERS AT THE ANTIQUES SHOW



ALL SORTS OF THINGS were brought to Rothschild (center) at Antiques Show in Madison Square

Garden. He examined 250 items a day: paintings, vases, dolls, linen—and the best emerald he ever saw.

WIFE'S DIARY REVEALS SECRET!

of budget-pleasing meals

"Dear Diary—John couldn't get over that delicious meal I served tonight, made with tasty River Brand Rice. He was amazed, too, at how little it cost!"

Always fluffy and tender—River Brand Rice is the perfect answer for inexpensive, nutrition-rich dishes. S-t-r-e-t-c-h-e-s costly meats . . . works wonders with left-overs . . . quick and easy to prepare!



TO COOK RICE RIGHT! AND QUICK!

1 cup RIVER BRAND or CAROLINA BRAND RICE, 1 tsp. salt, 1½ cups cold water. Wash thoroughly and place in 3 qt. pot with tight-fitting cover. Place over moderate heat and bring to vigorous boil. When steam and foam begin to escape, turn heat low as possible and cook rice until tender—about 20 minutes. All water should be absorbed. Keep in warm place until ready to serve. Makes 5 to 6 servings.

This tested recipe and 6 others on every package of River Brand and Carolina Brand Rice.

RIVER BRAND RICE MILLS, INC.

New York, N. Y. • Houston, Texas • Memphis, Tenn.
El Campo, Texas • Eunice, La. • Jonesboro, Ark.



\$100,000 for \$1 CONTINUED



TWO ANGELS cost Mrs. S. Oppenheim of New York \$40 in a junk shop. In his office Rothschild identified them as 16th Century Italian carved wood worth \$350.



HITLER ART, watercolor "liberated" and carried inside a magazine by Robert Baldwin of Oswego, N.Y. while he was a GI, is valued at \$1,500 by Mr. Rothschild.



DICTIONARY brought in by Mrs. W. C. Lee of East Orange, N.J. proved to be of no value. Rothschild receives no commission on the sale of objects he appraises.



PAINTING brought in by Mrs. L. B. Pellettier, Brooklyn, N.Y., was worthless, but underneath Rothschild found a fine 17th Century Spanish picture worth \$300.

This Emblem on Your Engine
Means that You Have the
World's Quickest-Starting Most
Reliable Small Gasoline Engine



Look for the Clinton Emblem when you buy your lawnmower or power equipment. You'll find Clinton Engines on leading lawnmowers—lawnmowers such as this Davis 50/50 Model.



CLINTON ENGINES

IF YOU SUFFER . . .

HEADACHES...INSOMNIA
...GASTRO-INTESTINAL
DISTURBANCES...UPSET
STOMACH...LOSS OF AP-
PETITE...BILIOUSNESS
...NERVOUSNESS...OVER
INDULGENCE...LACK OF
ENERGY...BACKACHES,
if and when EXCESS GAS-
TRIC ACIDITY and CON-
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YOU CAN GET RELIEF

Yes, quick, pleasant ephemeral relief from these ailments when you take **CRAZY WATER CRYSTALS**—one of nature's combination of minerals principally sodium sulphate and sodium chloride. These wonderful crystals are not "manufactured." They are obtained by processing natural Crazy mineral water just as it comes from the Crazy Water Wells through an open kettle evaporation process. Crazy Water has been in constant use during the past 71 years.

EVERY PRECIOUS GRAIN

of these Crystals is sold to you under a customer satisfaction, money back guarantee.



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Mineral Wells, Texas

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SILVER and GOLD



Other Gift Ties
\$1.50, \$2, \$2.50

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Each beautiful pattern
in six different
Spring color combinations.

For the Man in Her Life



"...for originality in design
and inspired fashion styling."



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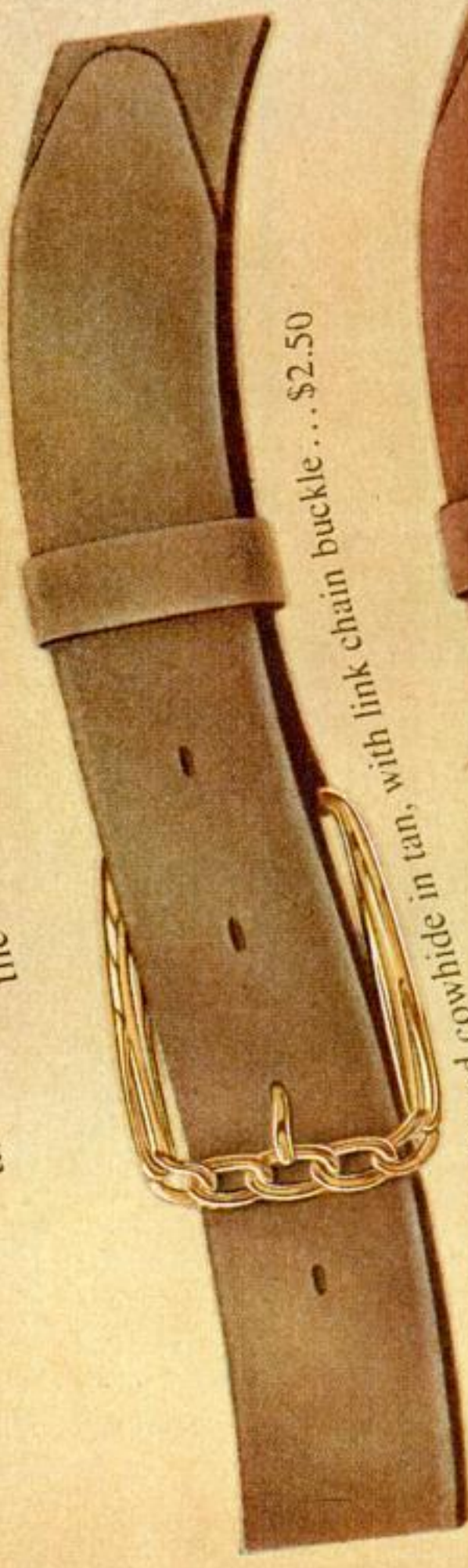
Hickok

LANOLIN

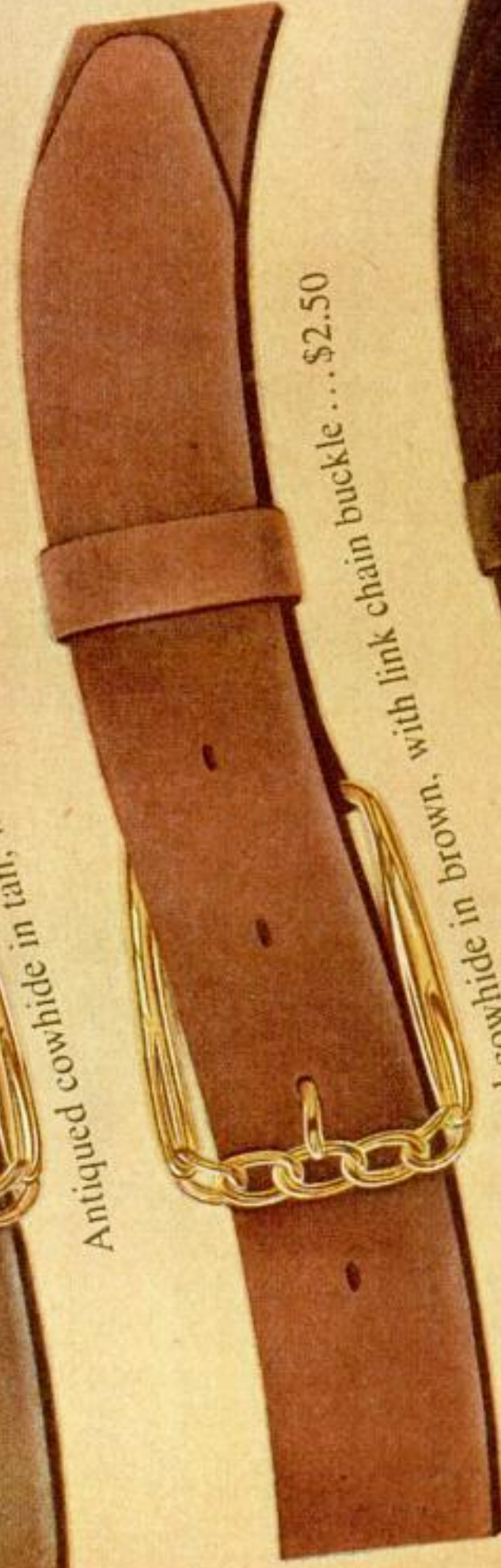
HAND RUBBED WITH BEAUTIFYING LUSTRE

FOR SUPPLENESS AND CHARACTER
For the finest of belts, the finest of finishes... hand rubbing with beautifying lanolin gives Hickok Antiques the soft, mellow gloss and supple leather.

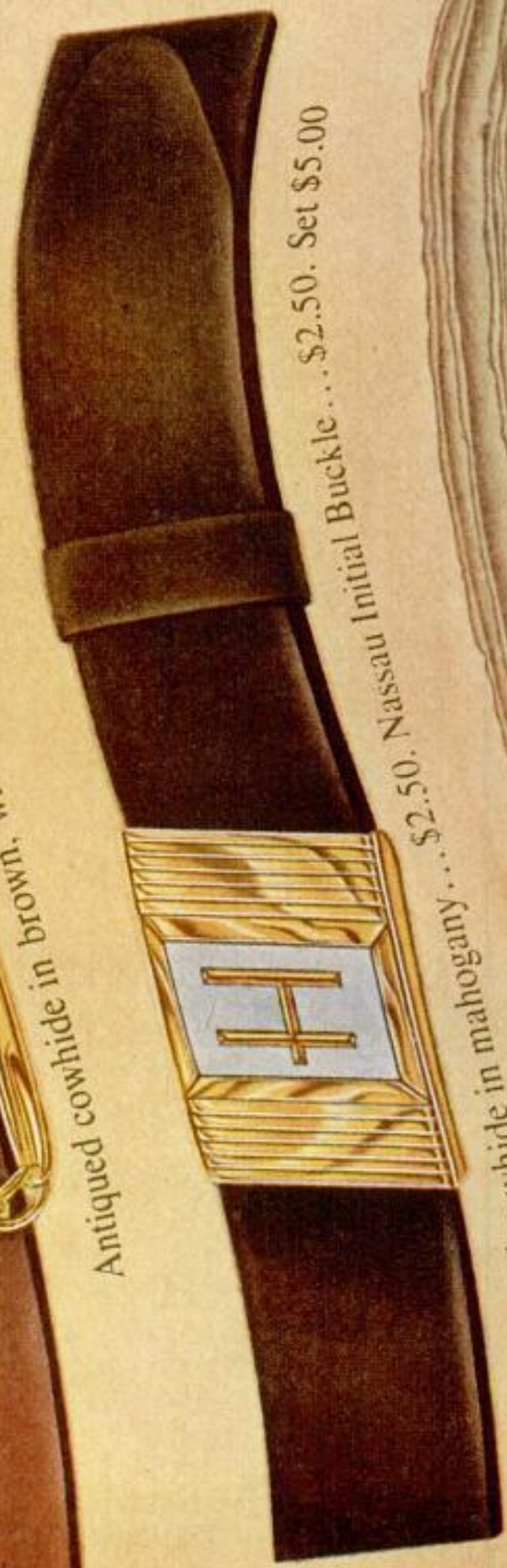
the world's most luxurious leather.



Antiqued cowhide in tan, with link chain buckle...\$2.50



Antiqued cowhide in brown, with link chain buckle...\$2.50



Antiqued cowhide in mahogany...\$2.50. Nassau Initial Buckle...\$2.50. Set \$5.00

Antiques

ARTISTICALLY ANTIQUED WITH 23 KT. GOLD
FOR BEAUTY AND RICHNESS

For added distinction, the lanolin-finished belts below are richly tooled with 23 kt. gold in elegant designs. The Hickok Antique, world's most beautiful belt, is reserved exclusively for those men who appreciate the finest.



Antiqued brown cowhide, 23 kt. gold tooled...\$3.50



Antiqued mahogany cowhide, 23 kt. gold tooled...\$3.50



Antiqued blue cowhide, 23 kt. gold tooled...\$3.50. Buckle \$2.00. Set \$5.50



THIS IS KIND OF OBJECT ROTHSCHILD APPRAISES

Most of these objects are quite valuable. To see if your guess is as good as Rothschild's knowledge, give them a price before you read on, and check with his evaluation. **1**—Late Meissen group, valued by Rothschild, \$275. **2**—Staffordshire dog, circa 1840; pair worth \$65; single worth \$25. **3**—Lambeth Delft barber bowl formerly held under a gentleman's chin; circa 1660; value, \$225. **4**—Victorian Sheffield silver compote, \$90. **5**—George III sterling silver coffee pot, \$475. **6**—Tea caddy, circa 1769, \$300. **7**—Bristol glass vase, \$12. **8**—French crystal wine glass, 1850, \$15. **9**—Old German enameled bottle, \$65.

PARTIES

I'd like to go to by **WALT DITZEN**



The party where we played post office



The party I'd throw when I strike oil



And any party where they serve PAR-T-PAK

It's America's Party Drink!

Extra sparkle!
Extra flavor!

BIG, BIG quart bottle serves six!

Preferred by millions coast to coast!



Other popular PAR-T-PAK flavors: SPARKLING WATER • TOM COLLINS MIXER ORANGE • COLA • ROOT BEER • GRAPE • STRAWBERRY
By the makers of ROYAL CROWN COLA and NEHI BEVERAGES

TRUCK COMPANY

26

New York hook and ladder firemen cope with tenement blazes, trapped tenants and smoke so thick it makes them sick

by **ROBERT L. SCHWARTZ**

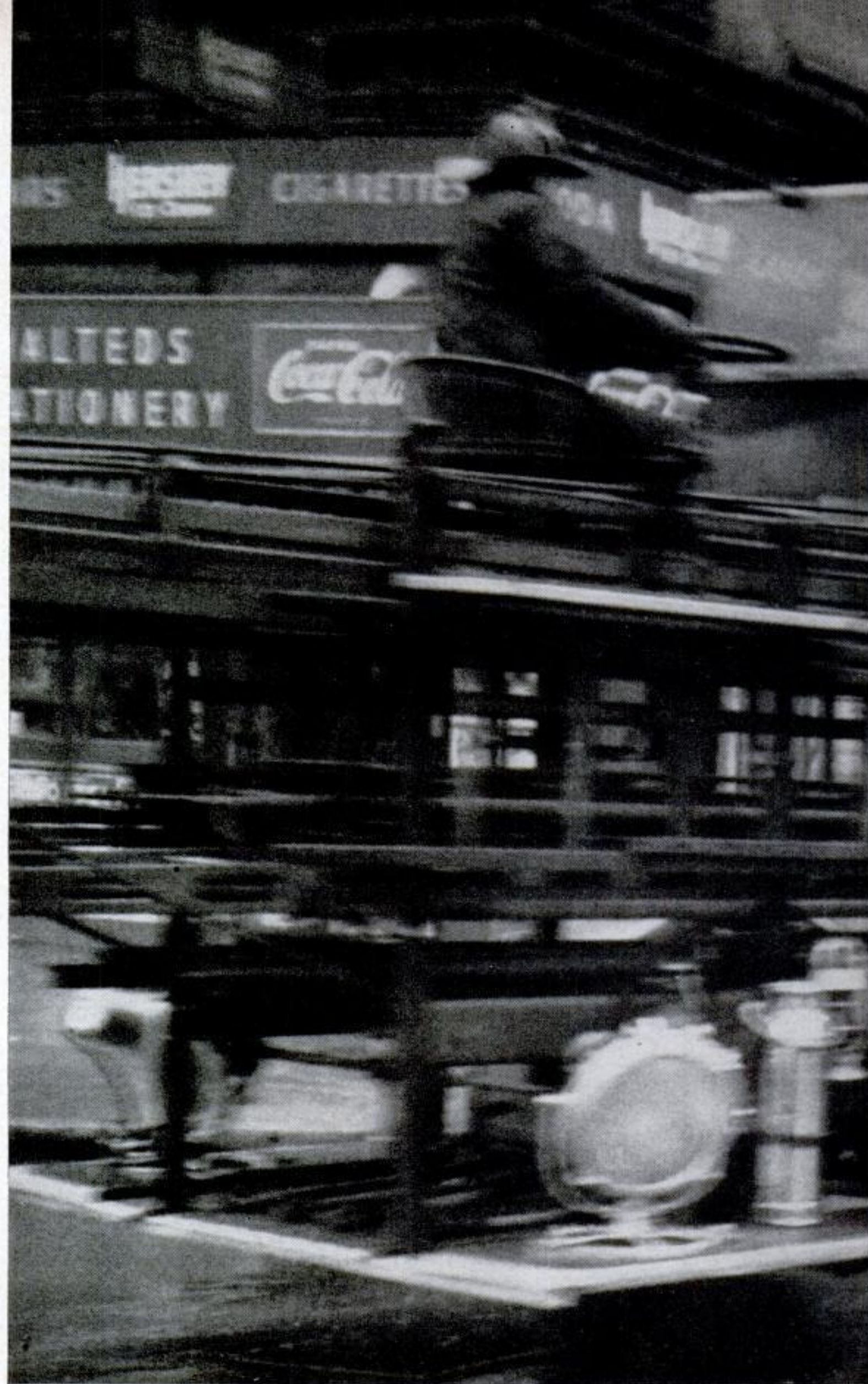
NEW YORK Hook and Ladder Truck No. 26 probably answers more alarms than any other piece of fire apparatus anywhere. In the course of a typical day it answers eight alarms; in an average year it rolls out of its station some 3,000 times. One particularly busy day it answered 18 alarms in 15 hours.

No. 26 is one of 154 hook and ladder trucks and 270 pumping engines, operated by the world's busiest fire-fighting force with a staff of 10,500 men who answer 62,000 alarms a year. Built by Seagrave in Columbus, Ohio in 1937, No. 26 was stationed for its first four years in New York in a firehouse on Canal Street in lower Manhattan. Thereafter it was stationed in its present location at Madison Avenue and East 114th Street. There it has the primary responsibility of protecting the Negro, Puerto Rican and white citizens crowded into a near-slum area of $1\frac{3}{8}$ square miles beginning above the fashionable part of Park Avenue and extending into poorest Harlem.

The city paid \$14,000 for Truck 26 in 1937, and it would cost \$35,000 to replace now. The city has no plans to replace it, which is fine with the 30 firemen who make up Truck Company 26. They are comfortable with their old Seagrave and show no envy of midtown companies whose trucks are equipped with new-style lightweight aluminum ladders that are put up by hydraulic power. They give No. 26 nothing beyond the prescribed, routine care, and none of them would think of patting it on the hood after a big fire or otherwise showing any regard for it. They did once buy a Sears, Roebuck battery charger for it with their own money because they got tired of waiting for the maintenance department to supply one. They have no name for it other than The Truck, which serves to distinguish it from The Engine, which belongs to Engine Company 58 and shares the big, three-story firehouse.

The Truck and The Engine usually go to the same fires, where each performs special functions. The engine company lays hose and fights the fire with water or chemicals. The truck company, after rescuing anyone trapped in the burning building, busies itself with hooks and axes, chopping entrances for the hose men and exits for smoke, and "overhauls" burned-out areas to look for smoldering debris. There is a minor, low-key rivalry between 58 and 26 but it isn't an important one. Firemen agree that truck men are more glamorous to the public because they tend to be bigger than engine men and because they dash up ladders to save people. But the engine men always win firehouse arguments by saying, "We put water on the fire which, as you may have heard, is what puts fires out."

The two companies share all the firehouse's conveniences: a television set, ping-pong and pool tables, a carpentry shop and a darkroom which they paid for themselves, and a large kitchen adjoining the main floor of the house. Sometimes the men join to prepare a common meal in the kitchen, but usually each one brings his own food from home. The kitchen is the room in which the men prefer to hold their bull sessions. In this firehouse the intellectual level of bull sessions is high, a fact which sometimes provides a subject for a bull session.



TILLERMAN PULLS HARD AT REAR WHEEL TO TAKE TRUCK 26

A recent session brought together three of Truck 26's firemen. Charles Steinhauser, a heroically proportioned man with a cheerful, confident manner who has been a fireman for 13 years, was talking about his days as a probationary fireman. (About one third of all discussions in a firehouse begin: "When I was a proby . . .") Said Steinhauser, "When I was a proby down in the 2nd Division, on the Lower East Side, nobody in the house spoke to anybody and nobody read anything. They just sat at the window all day and watched the people go by. When I brought in Thomas Wolfe's novels to read, they looked at me like I was crazy."

THREE TRUCK MEN TALK AT THE FIREHOUSE KITCHEN TABLE





AROUND CORNER. TRUCK USES BELL AND EXHAUST WHISTLE IN TRAFFIC SINCE SIRENS ARE NOW RESERVED FOR AIR RAID WARNING

"Like some of those firehouses out in Staten Island and in Queens," said Bill McGowan, a pug-nosed, taciturn man who usually wears his blue-cloth uniform hat around the house. "They're pinochle firemen."

Sensitive-looking Earl Hope asked why everyone at Truck 26 seemed so bright. "That's one reason I like it here," he said.

Steinhauser guessed it was mostly coincidence. McGowan put in that working in Harlem made firemen philosophical. "These characters who live up here, one minute they won't move over for the fire truck, and the next, when you're saving their house, they're so damn grateful you feel like crying. They've just been shoved around for so

long they distrust anything that represents law and order—they feel it wasn't designed to protect them. Then, when they find somebody actually fighting through the smoke to help *them*, they're so pleased they fumble for enough words to say 'thank you.'"

"The thing you've hit there," said Hope, "is the satisfaction of being useful. These days everybody seems to be trying to give everybody else a bad time—or maybe they just have to to make a living—and there's a lot of satisfaction in having a job where you can help people."

A new man walked in from out front and poured himself a cup of coffee. "If you didn't want to be useful," he said, "you could always be a cop."

The others laughed. "I wouldn't want to be a cop in Harlem," said McGowan. "It's a tough job with the social pressures you find up here."

"Just the same," said the new man, "they must like it or they wouldn't be cops in the first place."

The three men smiled and he walked out.

"You know what impressed me most when I first joined this outfit?" said Hope. "It was the way you guys knew as soon as the bell rang whether it was a real fire or just a false alarm. I'd rush out and one of you would say, 'Take it easy, Earl, there's no fire there.' Then, when we got there, there never was one. The next time, if I was slow getting into my coat, somebody'd say, 'Let's go—this is a worker.' And it always was. It took me most of a year to learn which boxes always get pulled by kids and drunks and which boxes always have the fires."

"You know a working box?" said Steinhauser. "1385 at 116th Street and Fifth. Every time that damn thing rings I get dressed to spend the night there. I've been at four big fires there in the last year."

"And all those boxes on First Avenue from 100th Street to 110th are false boxes," said McGowan. "Kids play in the streets down there in the summer and you get called out half a dozen times a week."

Steinhauser got up and poured coffee for everybody. He took his lunch bag out of the refrigerator and put two hamburgers into a skillet on the stove. "How come you became a fireman, McGowan?" he asked.

FROM LEFT: BILL MCGOWAN, EARL HOPE, CHARLEY STEINHAUSER





You hear a lot about "WONDER DRUGS"

What about Tampax, the Wonder Method?

High among the discoveries of the last few years stands *Tampax*, that revolutionary method for giving better sanitary protection to women... And please remember that *Tampax* is really different, basically different, because it is worn internally. Therefore no odor can form. No belts or pins are used. No external pads or bulk of any kind. *Tampax* causes no bulges, ridges, wrinkles to show through your dress or skirt.

Tampax combines efficiency, convenience, comfort—and gives the wearer a feeling of up-to-dateness and well-being. Invented by a physician, *Tampax* is constructed of pure, soft absorbent cotton which comes to you in smooth, white applicators designed for easy insertion. Your hands need never touch the *Tampax*—and you can take your tub or shower without even removing it!

Millions of women now use *Tampax* and it is particularly a favorite in women's college towns. Buy *Tampax* at drug or notion counters. A month's supply will go into your purse and it's easily disposable. Three absorbency-sizes: Regular, Super, Junior. Economy box lasts 4 months, average. Look for *Tampax* Vendor in restrooms throughout the United States. *Tampax* Incorporated, Palmer, Mass.



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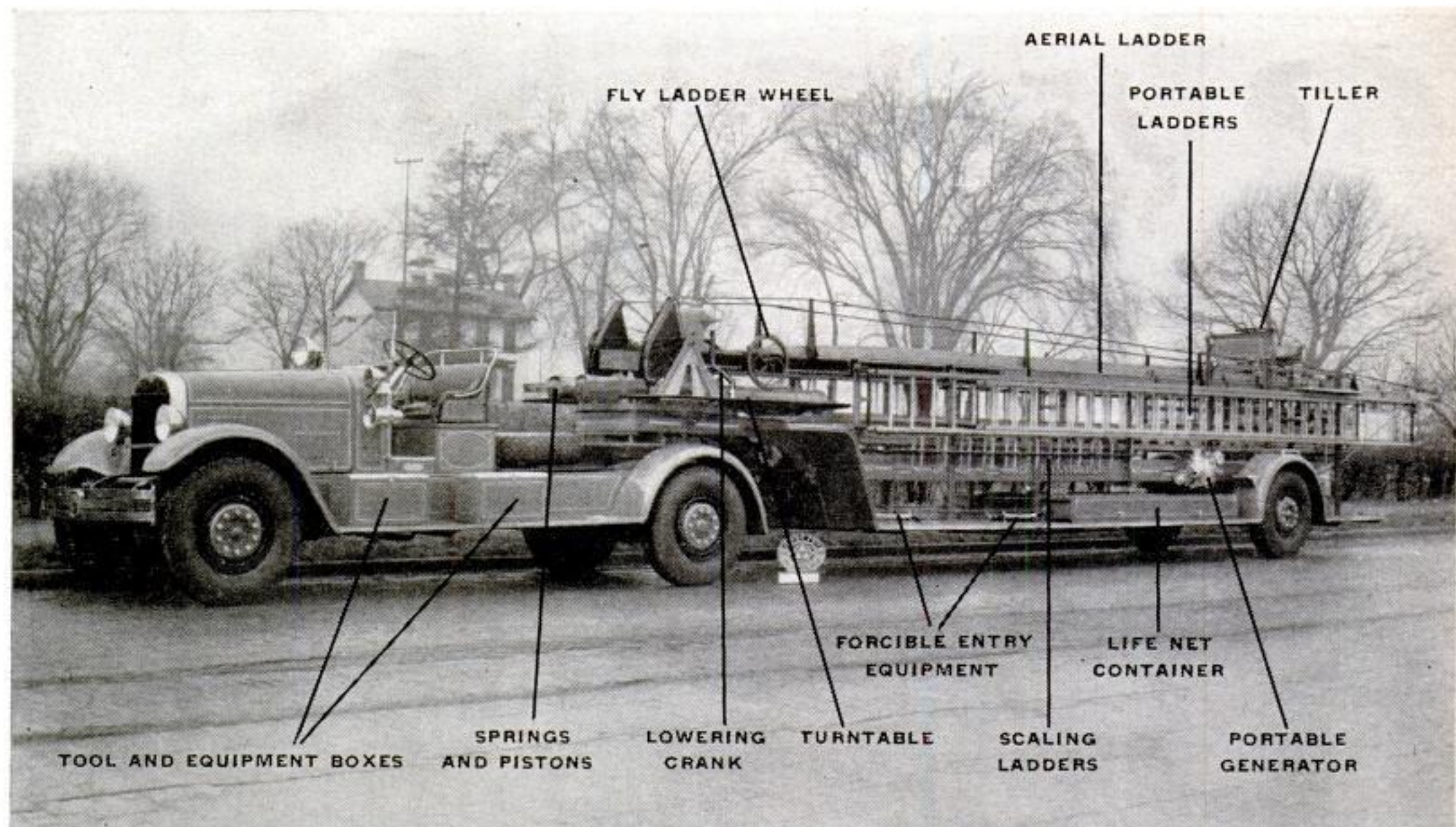
Please send me in plain wrapper a trial package of *Tampax*. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

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HOOK AND LADDER EQUIPMENT is shown in picture of a Seagrave truck of the same vintage as New York's No. 26. To raise the aerial ladder, the tillerman's seat and windshield are swung to one side, his steering wheel unscrewed and taken out. A hand brake on the turntable is released, allowing the springs to push back the pistons which hold the aerial ladder down in its bed, and the ladder rises. The fly ladder wheel extends the aerial to its full length if

desired, and the turntable makes it possible to turn it in any direction. The lowering crank recoils the springs which pull the aerial down. The portable ladders are 25 and 35 feet long and are used against the sides of buildings. The scaling ladders are 12, 14 and 16 feet long and have a hook at the end which allows a fireman to hang them on a projection above him, climb up, pull the ladder after him and repeat the performance until he gets to the height desired.

TRUCK COMPANY 26 CONTINUED

"To get the hell out of Macy's," said McGowan. "I was working as a shipping clerk and—"

"You, too?" said Steinhauser. "That's where I worked before I came in."

"What a place that was in '35," said McGowan. "I felt like Charlie Chaplin in that movie *Modern Times*. Every time I turned around some guy with a stop watch was timing me—"

The gonging of the alarm bell interrupted him. They fell silent and counted the strokes. "1406," said Steinhauser. "We roll on this one." (Truck 26 does not respond to all alarms sounded in its station.) They pushed back the bench from the table and began to trot toward the door. Steinhauser, in the lead, took his hamburgers off the burner on the stove and turned off the gas without losing a step. Suddenly he stopped and turned. He put his arm around Hope and spoke with mock seriousness. "Tell me, Earl, is this a false box or a worker?"

Hope grinned at him. "You're going to a fire, Charley," he said.

"You're right!" said Steinhauser, and they rushed to The Truck.

The other firemen had slid down the brass poles from the upper floors and were putting on their coats. They kept an ear cocked toward the watch desk—from there, the man on watch would call out the box number and location. "1406," he shouted, "Park Avenue and 118th Street. Engine and Truck both First Due." This meant that they were the companies closest to the fire and expected to arrive on the scene ahead of any others who might also be called out.

It was five blocks to Box 1406. Some of the men hanging onto the side of Truck 26 watched the sky ahead to see if they could spot smoke or flame. There was none. Some of the men always watch the sky, others watch The Engine, which rolls one block ahead of them, or the traffic, which is such a major hazard that the men hang onto the top-most ladder so they can scramble up if a collision looms. There was no sign of smoke until the truck came out under the New York Central tracks on shabby upper Park Avenue. Then there was plenty of it. On the far side of the avenue the whole top

floor of an old, six-story apartment building was on fire. No flames were visible but smoke poured from all four corners of the roof. One of the men on Truck 26 said, "Damn!" as soon as he saw it. Roof fires are hard work for truck men because the whole roof usually has to be laid bare after the fire.

As the truck pulled up in front of the building the firemen ran to the street with hooks and axes. Engine men were already stretching a hose into the front door and up the stairs. The men from 26 ran to the outside rear fire escape and climbed up to the roof.

Outside in the street the lieutenant in charge of Truck 26 looked around for the battalion chief, the senior officer for that district, who was coming from another firehouse. He hadn't arrived yet. So the lieutenant said to Reynolds, the driver, "Better put up the aerial." Reynolds and Hunt, the tillerman (who steers the rear wheels), cranked up the ladder.

Inside the building smoke had poured down from the top as far as the third floor. There, standing on the landing as the firemen passed a hose upward, one Negro woman said to another, "This is a terrible house. Always fires and drinking." On the floor above, a lone woman spoke out in a tone of indignation, "The danger people can be in through someone's carelessness. And with children in the house."

On the top two floors the smoke was thick and heavy. Firemen gasped and coughed and their eyes were red and running. The fire had so far not gone beyond one apartment on the top floor. With the hose coupled and ready, the word was passed down for water. Then, just as the men from 26 chopped through the roof, the men from 58 knocked down the burning door and advanced on the flames. They pushed into the apartment and the smoke closed over them. Soon one of them hurried out and ran to a window in an adjoining apartment. He yelled, "More pressure, more pressure!"

From the street a voice came up faintly: "How much more pressure?"

"Ten pounds!" replied the inside fireman, and left the window.

The engine pumping could be heard running louder and faster. The smoke began to disappear rapidly. There were large holes in the roof now

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TRUCK COMPANY 26 CONTINUED

and most of the windows had been knocked out—many of them by the big ladder of Truck 26. When Reynolds and Hunt saw that it would not be needed for rescue or entrance they used the end of the ladder to knock out windows six stories in the air.

Inside the building the stairs were suddenly crowded with new firemen pulling up another hose. The new men filled the stairway and those on top were surprised to see them. "What the hell are you doing here?" asked the lieutenant. His voice was a mixture of Irish brogue, raspiness and disbelief.

"This is a second alarm," said the lead fireman.

"This?" said the lieutenant. "Well, go in and relieve the men on that hose, since you're here." The lieutenant then waited at the top of the stairway for the lieutenant from the new engine company to show up. When he did, he asked him who turned in a second alarm. The new lieutenant said that a deputy chief, who outranked the battalion chief now on the scene, had arrived and turned it in. "He did it because he saw the cornice move out 14 inches," said the new lieutenant, "and he thought there was tremendous pressure in here. He thought the whole underside of the roof was burning and was going to fall in."

"There's too many men here," said the Irish lieutenant. The line of firemen standing in single file against the wall extended downstairs to the fourth floor. There was little for them to do. The two hoses which now led into the apartment had the fire almost completely knocked down and even the smoke had largely disappeared.

In the apartment next to the one that burned, a man was crying and sobbing to himself. "Oh, the evil that can befall a man," he mourned, "the bad luck that a person can have." He was the man who lived in the apartment where the fire had started. He was drunk. A fireman asked him what caused the fire. "The oil stove leaked," the man said loudly and with too much emphasis. "I can tell you where I bought it and you can ask the man. He promised me it wouldn't leak, but it did. You can ask him. He promised me."

A fireman came out of the burning apartment and said there were some dogs inside, still alive. They were a mother dog and four pups, sheltering under a bed. The mother, a nondescript collie, was growling at the firemen and would not let them near.

A photographer from the *Daily News*, brought to the scene by the second alarm on the police radio, asked one of the firemen to pose with the dogs. The lieutenant from Engine 58 tried to pick up the mother, but she bared her teeth, and so he just leaned over toward her as the flashbulb went off. The man from the *News* was pleased. "This'll get in the paper," he said. "This is good. 'Dog still protects pups after firemen save them all.' This'll get in." (It didn't.)

CONTINUED ON NEXT PAGE

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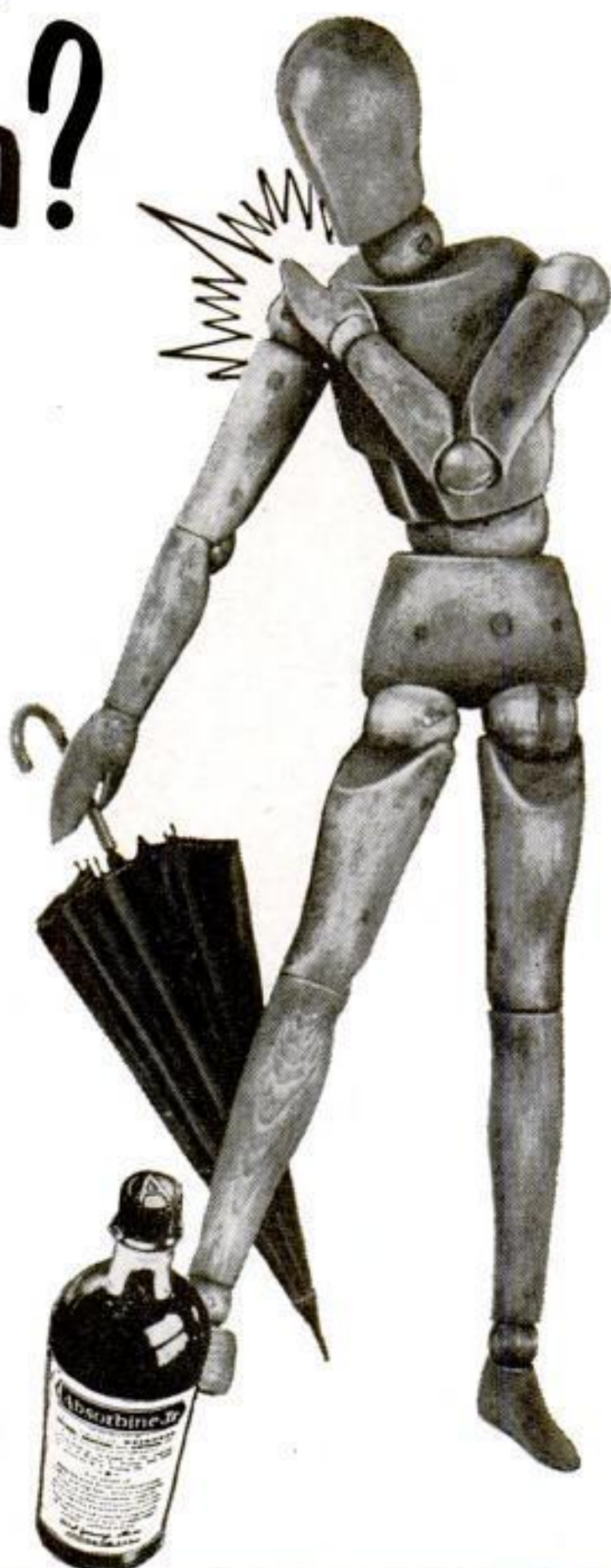
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The firemen from 26 were all on the roof now, and McGowan and Hope were chopping and pulling to get the asphalt roofing away and expose the beams. It was not until two hours later, with darkness coming on, that they rode back to the firehouse.

They found Hook and Ladder Truck 22 sitting there. It had been "relocated" from its own house on West 98th Street. The hazard to life is so great in Harlem that other companies are moved in as soon as the local apparatus is in use on a major fire. In the 2½ hours that 22 had been on relocation it had gone out to a three-alarm fire.

Most of the men from 26 went back to the kitchen to have a cup of coffee, but some stayed out front and washed off their helmets

and boots in the big laundry sink. Steinhauser put his hamburgers on again, and some of the others also got out food.

In a little while the alarm sounded. Everyone counted.

"Here we go again," said someone, and they trotted out. Steinhauser stopped at the stove to turn off the gas.

"1478," said the man on watch. "125th Street and Madison Avenue. Truck and Engine Second Due."

There was no fire at the corner when they arrived, but the First Due apparatus was gathered in the street halfway down the block. The Truck went there.

At the curb a car was burning. There was no need for a hook and ladder but they had to stand by until the chief gave the word to go back. Most of the men waited on The Truck. A mounted cop rode over and spoke to a fireman named Donohue.

"How do you like the new shifts?" he asked. Firemen now work two 9-hour shifts and two 15-hour shifts per week, like the police, get one 48-hour period off each week.

"Like it fine," said Donohue.

"Me, too," said the cop. "Get to see my kids now. In the old days they asked the old lady who I was."

"Let's go," shouted Reynolds from up front, and he raced the engine several times. The men swung up on the side of The Truck, the cop rode off, and they went back to the house.

Everybody had coffee again and one man said, "I'd like to go upstairs and sack out for awhile, but I suppose it's going to be a busy night."

"Hell, yes," someone answered. "It's Friday and Lieutenant McAuley will be on in an hour." McAuley is a thin, blond officer with a sensitive English face. For some reason Truck 26 has more fires when he is on duty, but both he and the men are philosophical about this.

The Fire Department scandal

BY the stove two men were talking about the Fire Department scandal which had been in New York newspapers almost daily.

"The people think all firemen are crooks just because one fireman is supposed to have taken dough from the firemen's union fund," said one of them. "Everyone was always so friendly to firemen till this came up. Now they look the other way when you walk into a restaurant."

"Maybe," said the other fireman, "he used the dough to bribe politicians so we could get better working conditions."

"He sure hasn't helped us with all this publicity," said the first one.

Steinhauser went over to the stove to get his hamburgers again, but the alarm sounded and everyone ran out. "1264," called the man on watch. "Park Avenue and 100th Street. Truck only. First Due." The engine men went back in the kitchen as The Truck rolled out the door, bell ringing.

This fire was on the top floor of a tenement building. "Always on the top floor," muttered one fireman as he ran to the building. A mattress and part of the wall behind the bed were smoldering. The First Due engine company had the fire out when 26 arrived. A woman with her head done up in a white bandanna was talking to a fireman. She had a British-Jamaican accent. "It was *not* my kids," she said. "Every one of them was in the other room. It was the wiring behind the bed." She walked angrily out of the room, pushing aside a fireman as she did so. One of the men from 26, just walking in, asked, "What's she sore at you for?"

CONTINUED ON PAGE 140

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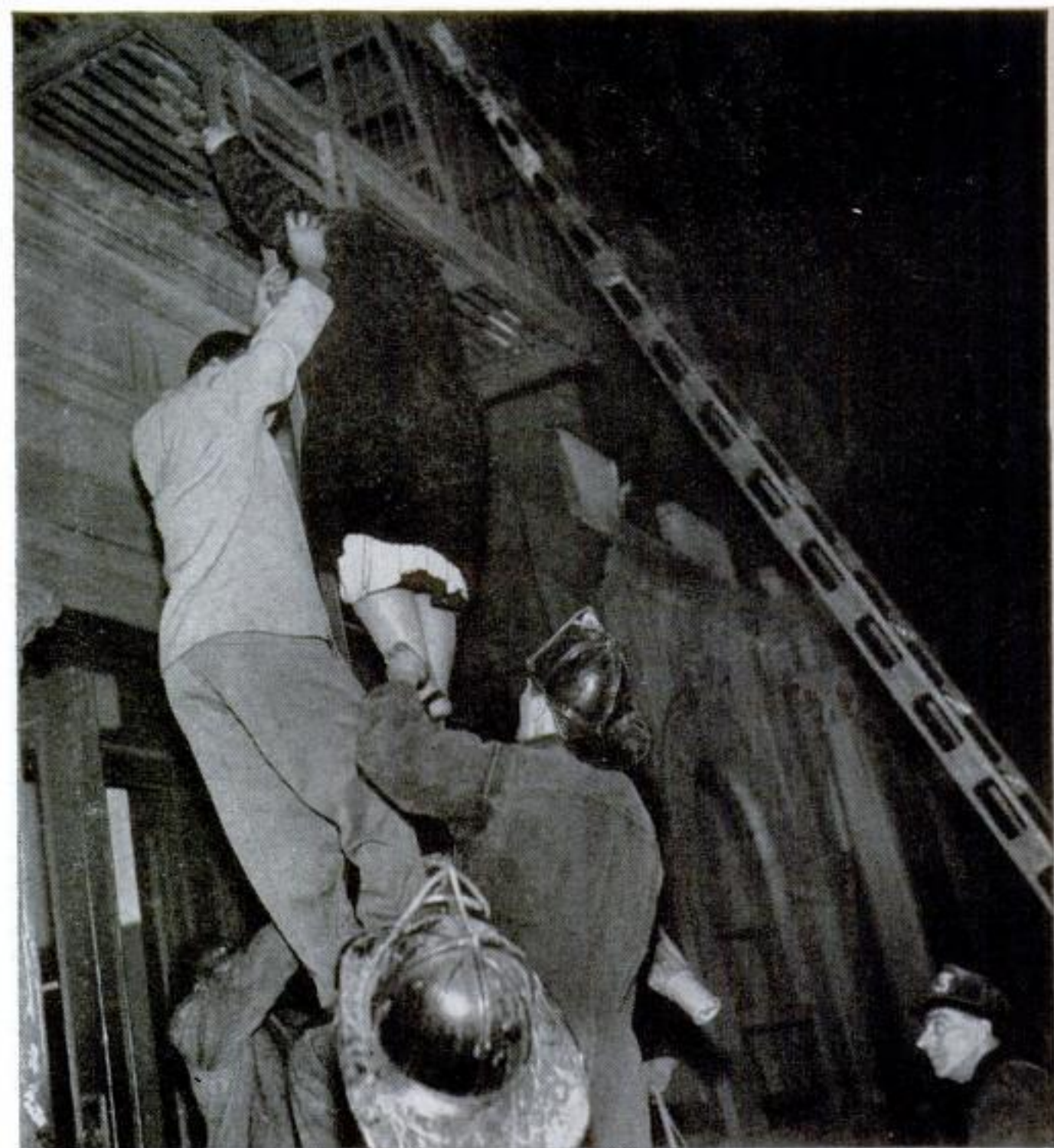
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ON FIRE ESCAPE truck men going up to roof crowd past building occupants. Men use escapes when they can to save time it takes to get ladder up.

TRUCK COMPANY 26 CONTINUED

"She's not sore at me," said the first fireman. "She's sore at the landlord. Everybody up here's sore at the landlord."

The men went back to the firehouse again. When they got out to the kitchen, Green of the engine company was telling of a fire he'd had the night before when he was on duty with the other shift. Green is an ex-jazz musician who joined the Fire Department because he got tired of one-night stands.

"It turns out," he was saying, "that the guy in the street was right—his wife *was* inside. But you know how it is—there's always somebody on the street screaming 'My brother's in there,' and then later they find him out in the street watching the fire, but they don't tell you this and you take a terrible licking trying to get inside to save the brother. This guy last night was a Scandinavian—a Norwegian, I think—and he said a couple of times, speaking kind of soft, 'My wife's in there.'"

"Well, we couldn't get to her. It was one of those railroad flats and the flames were coming out into the corridor so you couldn't get near the rooms. We didn't think she was in there anyway until one guy from 14 walked out and said there was a roast inside. Pretty soon some of the guys carried her out and she was still breathing and not even burned. But what a load of smoke she must have had. They took her away in the ambulance."

"Did she live?" someone asked.

"I suppose so," said Green. "I didn't see anything about it in today's paper."

"Anybody want to go upstairs and watch television?" a man asked. Three or four of the men got up to go, but one said, "Not unless Dagmar's on." Five men stayed in the kitchen, most of them eating, some reading. Steinhauser finally got to eat his hamburgers.

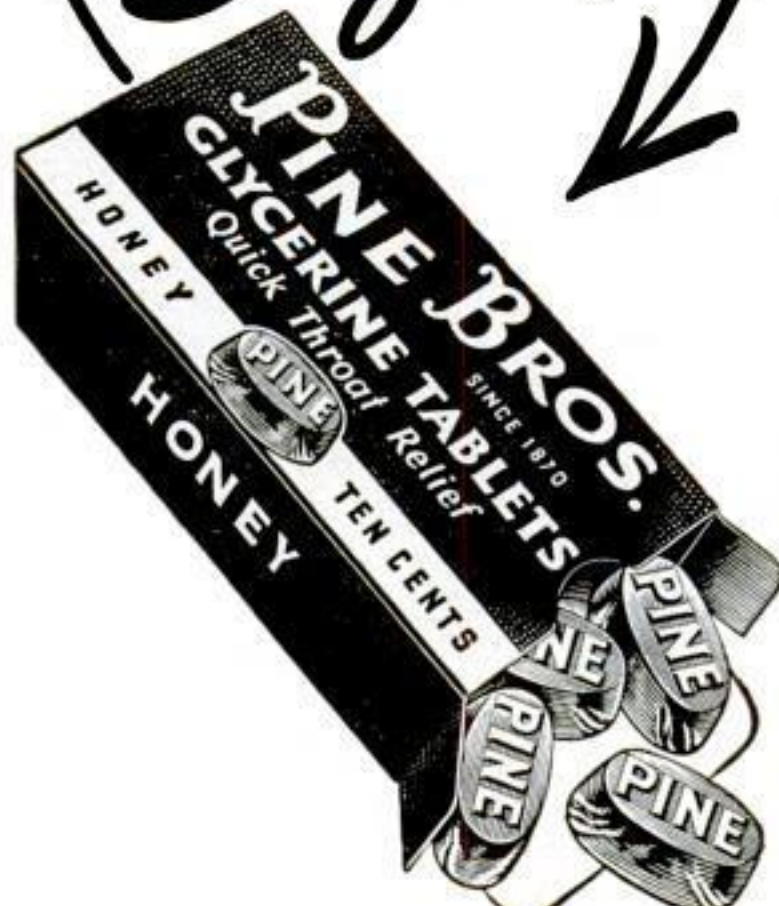
Earl Hope started a new conversation. "You know what I like to do? I like to go into an Italian restaurant and then casually start talking to the waiter in Italian. Boy, that sure impresses the girls." Everybody laughed. Hope, as they all knew, was an Army interpreter in Italy during the war. He also speaks French. "I'll tell you something else I like to do," he said. "I like to go to a movie and find out what the music is that's playing in the background. Then I go back with my wife and some of her girl friends and I lean over casually, like I never been to the movie before, and I say, 'Listen to that music they're playing—the *Symphonie Pathétique*, isn't it?' Boy, are they impressed." Hope let out a big, infectious laugh and the others joined in. A moment later he said, "I guess that makes me pretty mean."

"No," said Steinhauser, "it just makes you pretty human." Nobody talked for a while. Hunt and McCarron played checkers,

CONTINUED ON PAGE 142

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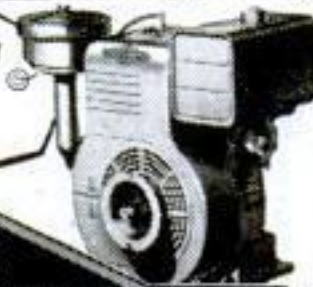
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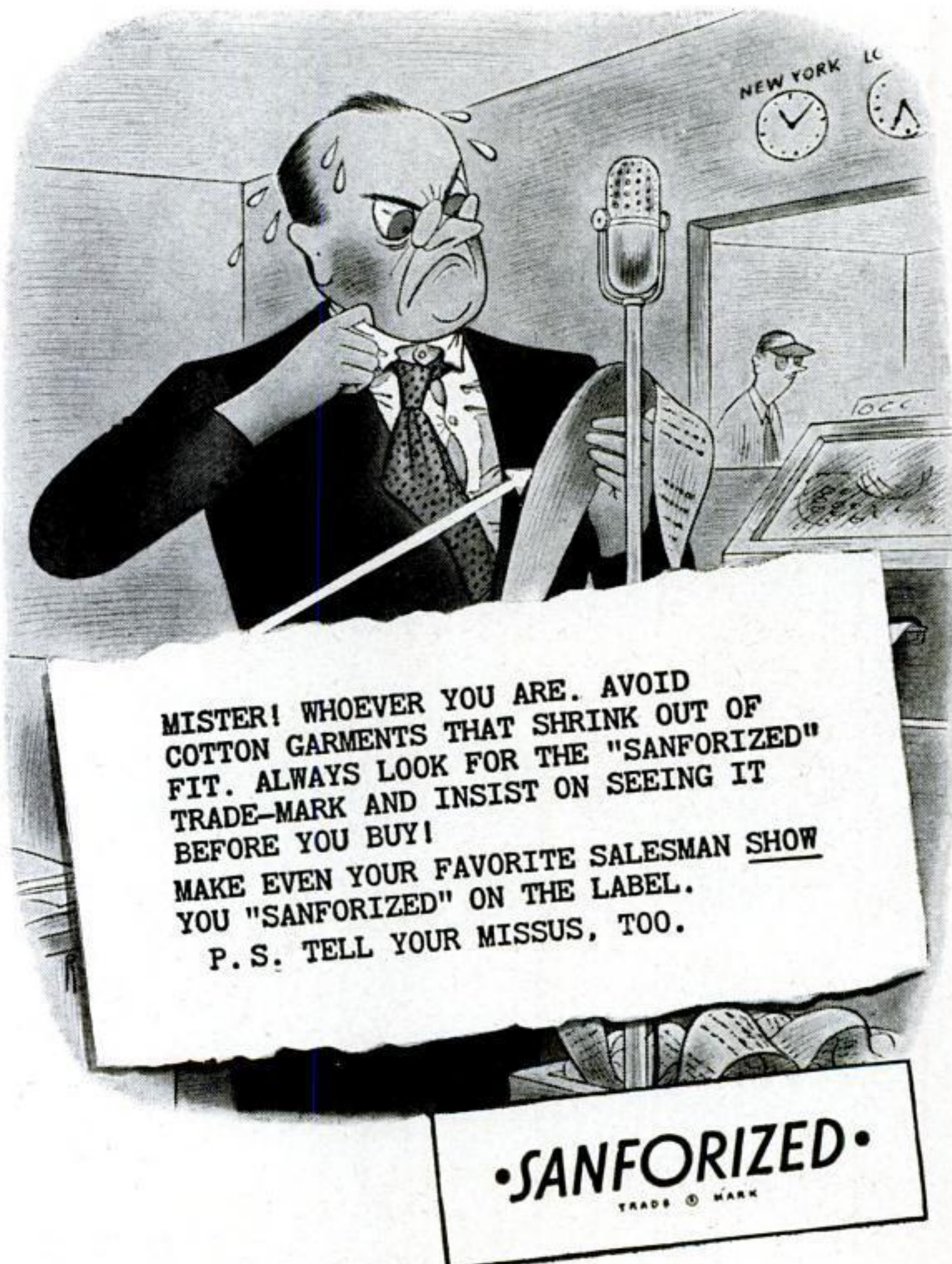
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TRUCK COMPANY 26 CONTINUED

two of the men washed dishes and others read. One man was reading a photography magazine and another the Fire Department magazine, *With New York Firemen*.

In a half hour the alarm rang again, and men came sliding down the poles. "1361—Madison Avenue and 113th Street. Engine and Truck. Both First Due."

This time they had not rolled more than a block before they saw the flames in the sky. When they arrived in front of the dingy apartment building the fire escape was filled with people, many of them carrying babies. The people milled around on the first level, not knowing how to free the drop ladder which led to the sidewalk. The driver and the tillerman rushed over to the fire escape with a 25-foot ladder and climbed up. They freed the drop and then rushed past the tenants up the escape and into the building.

Inside the building the engine men soon had the hose linked up and were standing in the hall outside the burning door to the apartment. Smoke was pushing through the door in puffs, a sure sign that there was intense pressure of heat and smoke inside. They waited for the men who had gone up the escape to break holes in the back wall to open up the apartment above. When this was done the door was knocked in. Three firemen—Keavney and Green of 58, and Steinhauer of 26—took the nozzle and started into the apartment. They disappeared from view into the smoke, trailing the hose slowly behind them.

Out in the street several people who came down the ladder were seeking out firemen and saying, "Please go to the top floor and help the woman up there. She has a sick husband who can't move and she won't leave him." The firemen assured them that other firemen were already at the roof.

Inside the top floor apartment the woman with the bedridden husband heard the heavy glass skylight crash down to the stairs as the truck men worked on the roof. She opened the window and tried to attract attention. Nobody heard her above the noise of the engines, so she threw her husband's cane out the window. (An old firemen's trick: when trapped on a burning roof they throw a helmet to the street.)

The cane landed in front of two policemen who were keeping the crowd back. They entered the building, worked their way through the smoke and hoses and firemen, and went to the top floor apartment. There they assured the woman she was in no immediate danger but, just to be on the safe side, they lifted her husband into his wheelchair and carried him to the roof. He sat there shrouded in a blanket until the fire was over.

A woman and a dog

ON the first floor the smoke was still heavy. Cascades of water poured down the stairs to the front entrance. Standing on the second step and looking upward was a woman in tears, hysterically pleading with firemen who went by.

"My dog! Get my dog!" she screamed to the firemen coming into the building.

The firemen tramped by.

"Save my dog!" she shouted again. She tried to stop the next man. "You don't care about a dog, do you? You don't care nothing at all!"

The fireman did not stop. He could not have saved his own mother if she were in the apartment that was on fire, but there was clearly no sense trying to explain this to the woman.

Another fireman walked in from the street. "Was it a white dog?" he asked.

"No, no," she cried. "His name was Lindy. Oh, Lindy, oh, oh!"

More smoke and more water came down the stairs, and she went out into the street.

On the second floor the hose had advanced 20 feet into the apartment. But now there was no more slack in the hallway and a shout came through the smoke: "Lighten up on the line!" A lot of voices yelled, "Lend a hand." Firemen grabbed the hose and pulled some more of it in from the street. There were the sounds that go with fire fighting: the rumble of a high-pressure hose as it hits a partition; the hiss as water hits flames; coughing; muffled calls to "Get a 2½-inch line in here! . . . Make way! . . . Where is 53 at? . . . They're up above. . . . Go in and relieve those men."

Now there was a new shout. The Irish lieutenant who had been at the afternoon fire hurried out of the adjoining apartment to the landing and went up to the ranking officer on the scene, a young captain on duty with Engine Company 58 who was in command in the absence of the battalion chief. "They're trapped out there!" the lieutenant said excitedly. "The fire's going over them." He was referring to Hope and others from Truck 26 on the rear fire escape.

CONTINUED ON PAGE 144

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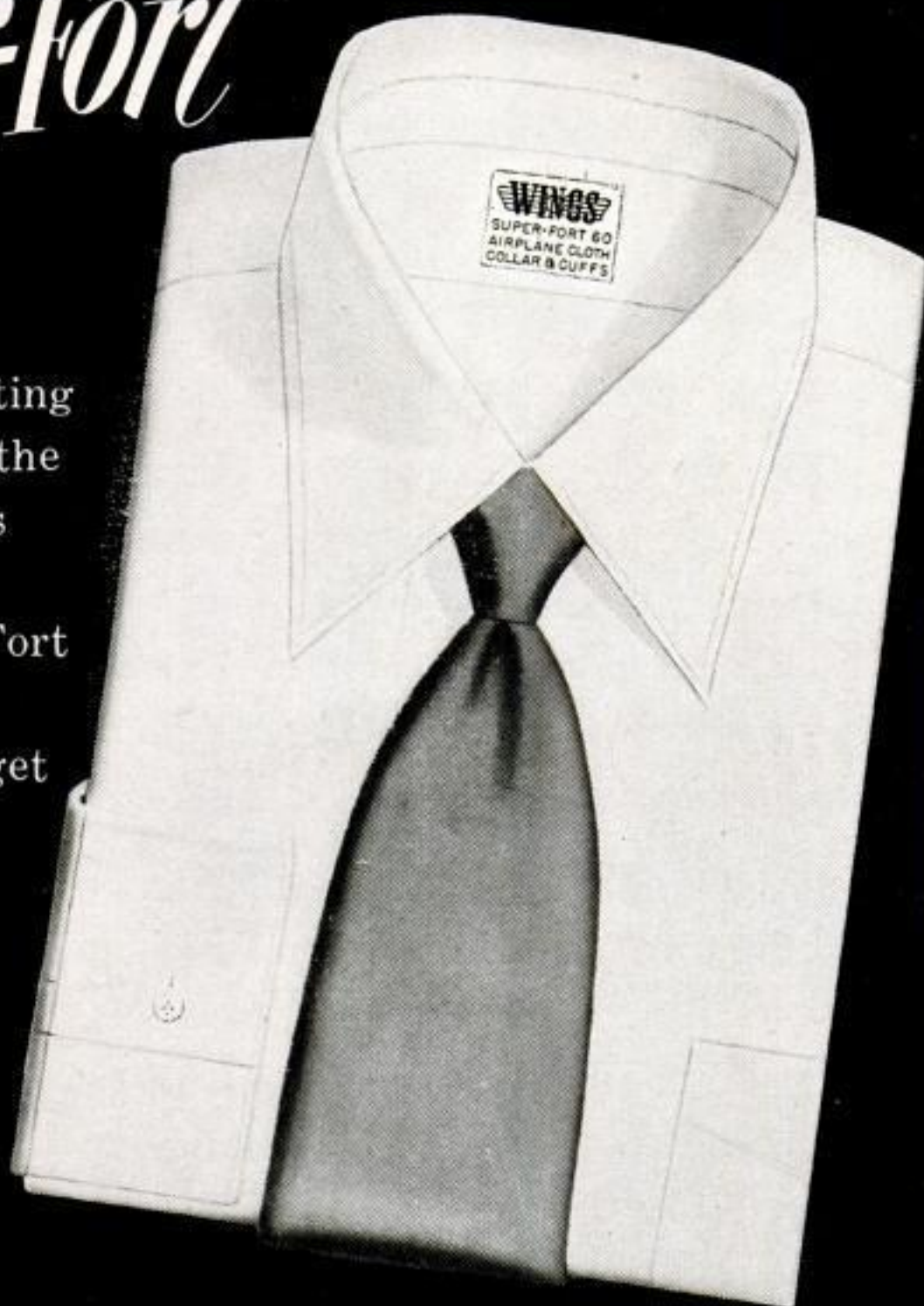
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TRAPPED DOG suffocated in apartment fire. When it was found and carried out by a fireman (left), its weeping owner (right) could not bear to look.

TRUCK COMPANY 26 CONTINUED

The acting chief did not seem impressed. He was the picture of a man being cool in a crisis, just like the book said. He looked at the lieutenant, who was older than he, and spoke slowly: "Take 53's 2½-inch line out there."

At this point a fire hose burst with a loud thump behind the lieutenant and the young captain. Water shot up, hit the ceiling and sprayed all over. The Irish lieutenant looked startled. The captain merely glanced casually over his shoulder. It was 53's 2½-inch line, but now it was not going to be needed, because Hope and the others came through the smoke in the adjoining apartment from the fire escape. They stood in the hall looking slightly apologetic about leaving their position. They said that the flames, forced outside by the fire hoses on two floors, were hitting the cast-iron fire escape in so many places that it was too hot to touch or stand on.

Inside the burning apartment Keavney was ready for air. As the first man on the nozzle he had the hardest job and, in the normal course of events, would be the first one to leave the line and go out. After taking a breather, he would then get on the line again and work his way forward as other men advanced to the nozzle and then took a break themselves.

But when Keavney turned to pass the nozzle to the man behind him he saw the big red shield of the truck men on his hat. (Engine men wear black.) It was Steinhauser. Keavney, though nearly exhausted, refused to pass the hose to a "truckie." He wouldn't have passed it to another engine man either, unless he was from 58, his own company. A proud engine company wants no outsider to help it fight its fire. Truck men, too, will never loan an ax or a hook at a fire. "I go with this ax," they say, and they will take it anywhere it's needed and use it there, but they won't let anyone else do their work.

Keavney would not pass the nozzle to Steinhauser. He wanted to give it to Green of Engine 58 who was right behind Steinhauser. Steinhauser is a friendly man, but he is strongly competitive. And he is a giant. He blocked the passing of the nozzle back to Green. Keavney, though near exhaustion, turned back and continued to work the lead position. Steinhauser gently but firmly began to bring his great weight to bear on him. Soon Keavney had to give up. Steinhauser took over the nozzle.

Two more firemen done in

IN another five minutes Steinhauser and Green were done in too. They passed the nozzle to the men behind them, then stumbled toward the door, alternately dragging and pushing each other. In the hallway, murky with smoke that would fell an ordinary citizen, they lay across the bannister and vomited and coughed for five minutes. It was an old story to both of them and they knew they would get over it.

In ten more minutes the fire was all over. People began climbing back up the stairs. The two policemen on the roof carried the sick man down to his apartment. The man's wife touched a fireman's arm and said, "We're moving into a new city housing project tomorrow. They don't have fires there, do they?" She seemed pleased when the fireman said they were rare.

The weeping woman came up the stairs to the burned-out apartment and started to look for her dog. A fireman with a flashlight helped her. He finally found it by the front window in the living

CONTINUED ON PAGE 146



what are you going to tell her?

She speaks for 5,000 other homeless Jews who will sleep tonight in a cemetery. It is a Jewish cemetery, thousands of years old, in a land that was once part of the Babylonian Empire. Here living men, women and children have found a temporary haven—a makeshift resting place as they wait.

She asks: "How many more nights will we sleep here on the tombstones of our fathers?"

She asks: "Will we be rescued and taken to Israel while there is still time—before exit doors shut?"

She asks *you* these questions, for the help she and the others need must come through you, through the 1951 UNITED JEWISH APPEAL.

What are you going to tell her?

Last year the Jews of Yemen asked the same question. The year before the Jews of the DP Camps asked

it. Each time your answer came quickly, decisively. In less than three years the funds you contributed to the United Jewish Appeal brought 500,000 homeless men, women and children from lands of despair to freedom in Israel.

Surely your answer to those who ask for help now will come with equal speed. Surely your answer now must be that you will give all you can—today—while the world situation still permits the rescue of these 5,000 Jews in the cemetery—and of 200,000 others who wait for deliverance from danger zones of Eastern Europe and Arab lands.

Rescue is just one of the huge and urgent tasks the United Jewish Appeal must undertake this year. That is why you are asked to give immediately . . . to give generously . . . *to give more than ever before.*

In 1951—Before Time Runs Out—the United Jewish Appeal Must:

Save 200,000 homeless Jews by bringing them to Israel from danger zones in Eastern Europe and Arab lands.

Help the people of Israel make their country a bulwark of democracy—by aiding them establish 120 new agricultural settlements; build housing units for 40,000; care for 50,000 immigrants in reception centers plus 15,000 children and 5,000 aged and handicapped.

Supply relief, care and rehabilitation assistance to 400,000 distressed Jews in Europe and Arab countries, 90,000 of them children.

Resettle in this country and in other western democracies a total of 25,000 displaced Jews from Europe.

United Jewish Appeal

on behalf of Joint Distribution Committee • United Palestine Appeal • United Service for New Americans • 165 West 46 Street, New York 19, N.Y.

TO SAVE LIVES—TO STRENGTHEN THE FREE PEOPLE OF ISRAEL—TO AID DEMOCRACY EVERYWHERE



**GOOD TASTE
TODAY...**

Send 10¢ for NEW 16-page booklet with 100 tips on "Good Taste Today*," Box A-13, Oneida, N. Y.

Tip soup plate away! Just as you always spoon soup away from you, tip your plate so that in case of a spill the tablecloth gets wet, not you! Just as important as your good manners are your table appointments. Nothing sets off your table so well as a smart set of matched silverware. An 1881 (R) Rogers (R)* Service for 8 is only \$39.75, chest included. A really fine value . . . compare it for good looks, good wear, superb design. Three lovely patterns to choose from.



*Trade Mark. © 1951, Oneida Ltd., Oneida, N. Y.

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New preparation with remarkable skin-soothing ingredient helps keep the face looking young and healthy!

Modern life now means daily shaving for millions of men. But frequent shaving often results in ugly, old-looking skin. To help men solve this problem, we developed Glider—a rich, soothing cream containing a special ingredient to help preserve the youthful qualities of the face.

Now—every time you shave with Glider—you give your face the benefit of this wonderful substance . . . and you finish your shave looking and feeling remarkably fit!

TRY A TUBE AT OUR EXPENSE

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Charles S. Campbell
PRESIDENT



"We moved an entire town by Greyhound SuperCoach!"

—says RALPH EDWARDS, Star of CBS' "Truth or Consequences" Radio-TV Shows

"Last month we surprised a participant on Truth or Consequences with a colossal gag. We moved the entire population of her hometown of Somis, California, right to the program in Hollywood!

"But I got my surprise when I discovered how smoothly those Greyhound charter people accomplished the move! I know now that any kind of group trip is easy and inexpensive — by Greyhound.

GREYHOUND

A LOT MORE TRAVEL
FOR A LOT LESS MONEY!



TRUCK COMPANY 26 CONTINUED

room, stretched out prone behind an easy chair. It was a big, gentle-looking dog.

"If he's dead I don't want to see him," the woman said.

The fireman touched the dog softly and said, "I think he's breathing." But when he turned his flashlight beam in the dog's eyes there was no reaction. "I was only pushing the breath out of him," said the fireman quietly.

He told the woman not to look and carried the dog past her and into the hallway. There he met the young captain, who said, "Where are you going with that dog?"

"I was going to take him out front," said the fireman. "The A.S.P.C.A. will come and get him."

"They won't come for a dead dog," said the captain. "Put him back in the apartment."

Battalion Chief Dudley, a wise and pleasant-looking man, arrived to relieve the young captain. Several firemen came to relieve some of the Engine 58 men who were due to go off duty. They were part of a new shift and had driven to the fire from the station in a taxi.

There was little for Chief Dudley to do now except supervise the overhauling. In an hour the overhauling was done and Chief Dudley sent 26 back to quarters. It was late in the evening and most of the men went up to bed. Only Hope, Steinhauser and McGowan were in the kitchen.

"So McGowan and I left Macy's to join the Fire Department," said Steinhauser to Hope. "Why did you join?"

Hope smiled. "It was a matter of expediency," he replied. "My wife looked at my actual income as a post-office clerk and my potential income as a fireman. 'Earl,' she said, 'you're going to be a fireman.'"

"How did you feel about it?"

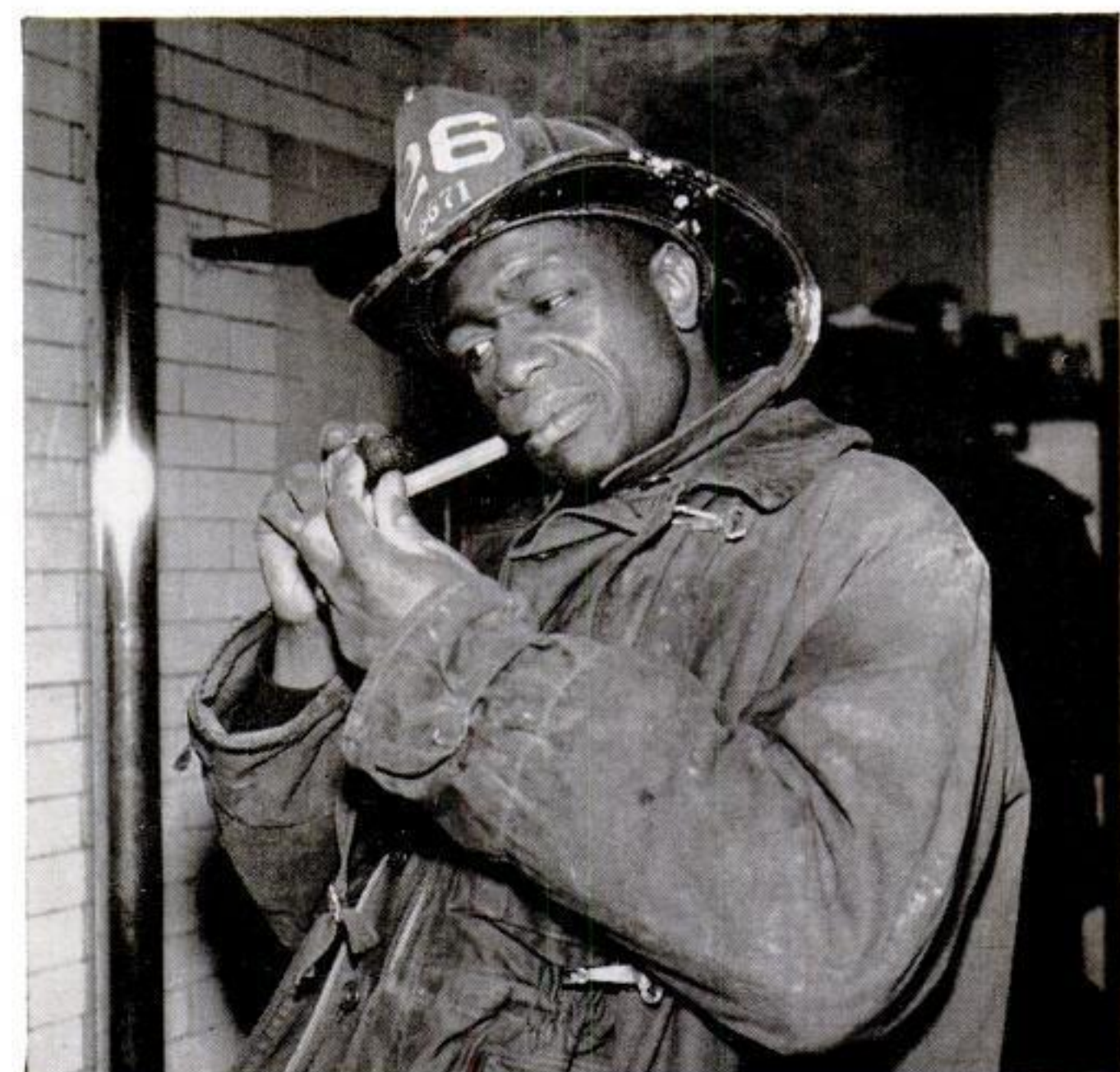
"The last thing in the world I wanted was to be a fireman. My earliest childhood fears were always about fire. Every time I woke up screaming, the way kids do, it was always because I had a bad dream about fire. Even after my wife got me to take the tests, she had to talk to me a year before I came in."

"What finally brought you in?" asked McGowan.

"She sent me over to see a friend who's a fireman," replied Hope. "He was a real intelligent guy. Not only that, he looked neat and proud in his uniform and I said to myself, 'This guy likes it and that's good enough for me.'"

"You like it now?" asked Steinhauser.

Hope seemed surprised. "If you don't like it you never finish your six months probationary period," he said. "I'll tell you something, but I wouldn't want it repeated around the house. You know how all these guys want a pay raise. Well, God knows they need it, but the truth of the matter is they'd stay firemen if their pay was cut in half. They can't help it." He paused for a moment. Then he pointed a finger to his chest and continued, "I never admitted this before," he said, "but it hurts me inside here—really hurts me—when I'm off duty and I hear The Truck go by."



AFTER THE FIRE Earl Hope, standing beside one of the house's four brass poles (left), starts a pipe for the interval of rest before the alarm sounds again.

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T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

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SEAMAN BETTY SLUIS WAITS OUTSIDE OFFICERS' CLUB AT JACKSONVILLE NAVAL AIR STATION WHILE HER ENSIGN HUSBAND COMES OUT WITH REFRESHMENTS

OUTRANKED WIFE

She's a seaman, he's an ensign;
that's a difference in the USN

In the Navy, even married couples have to make obeisances to the caste barrier which exists between officers and enlisted personnel. When her husband, Ensign Ralph ("Mick") Sluis, a jet pilot, stops in at the officers' club at the Naval Air Station in Jacksonville, Fla. (*above*), Seaman Betty Sluis has to stand outside and wait for him. When the Sluises want to fraternize with each other on the station, they have to resort to some artful uniform changing (*next pages*).

But in their bungalow near the base Mick and Betty, who are shown on the cover, find life uncomplicated by rank. Married seven months, they met last April when Mick, then a midshipman just out of college, saw Betty cavorting in a pool shared by junior officers and Waves. "I wasn't shook up by her," says Mick. But when Mick got his bars last June, Betty pinned them on. Then Seaman Sluis saluted Ensign Sluis, and for this show of respect he gave her a dollar.

***slims** waist*
famous all-elastic
Adjustable Waist prevents
that pinched-in feeling.

***slims** hips*
"magic diamonds"
concentrate control,
make hips a
whole size smaller.

***slims** thighline*
diamonds taper control,
ease tension, allow
freedom of motion.

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slimmingest
girdle
you've ever worn!"

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Makers of
"the fittingest foundations
you've ever worn!"

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Pat. Appl. for

Outranked Wife CONTINUED



CAPTAIN INSPECTS Seaman Sluis (third from right) at regular monthly personnel inspection. Captain Day gave her away when she and Mick married.



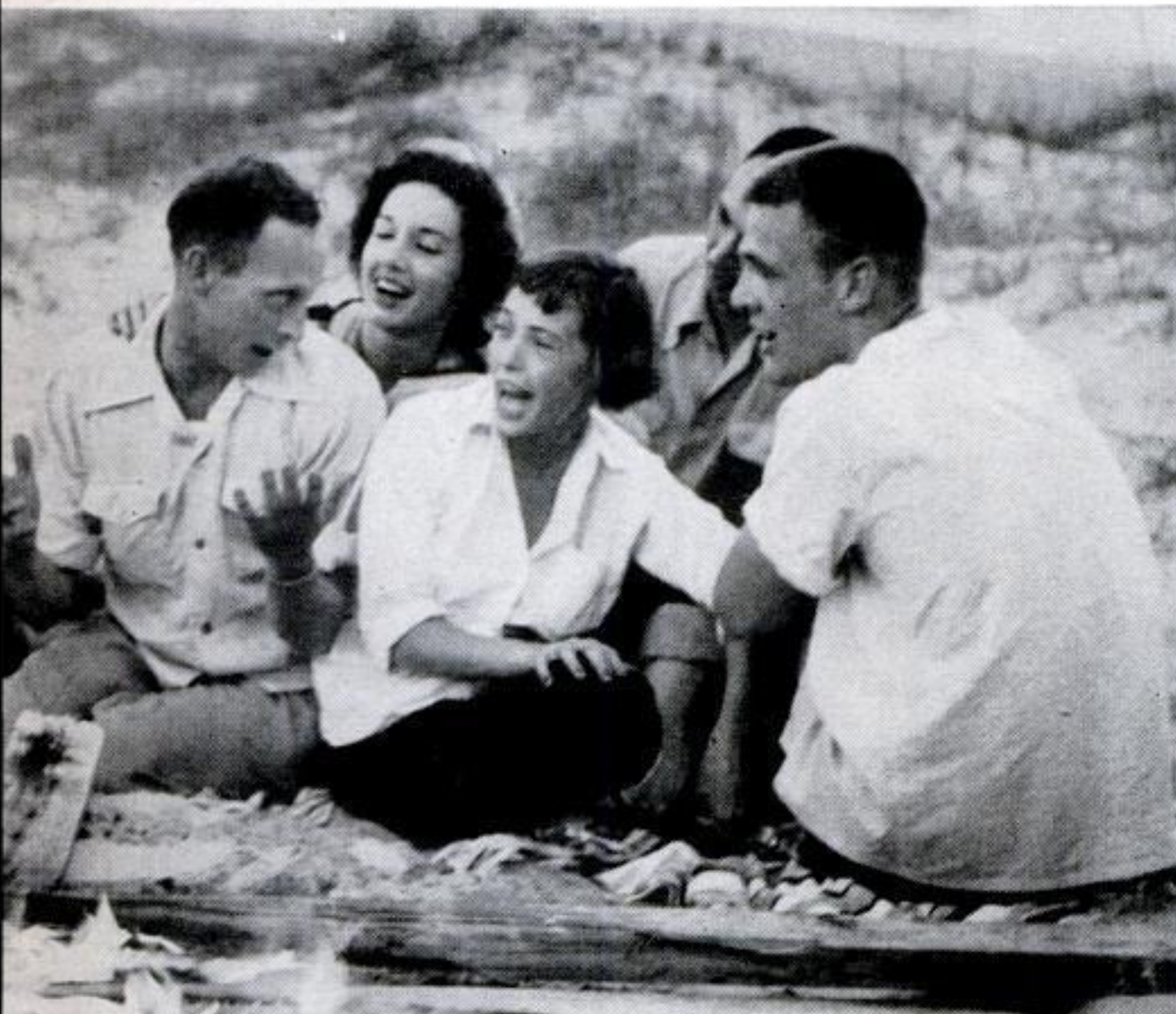
WORKING WITH BOSS in office, Seaman Sluis takes dictation from Lieut. Edward Parker, who is personnel officer at Jacksonville's Naval Air Station.



AT MOVIES Betty Sluis wears her civvies so that she can sit in the officers' section with her husband. Mick gave her the wings when he was commissioned.



CAPTAIN DANCES with Mrs. Sluis at a party given by fliers of Mick's air group. To go to officers' functions with husband, Betty must wear her civvies.



HARMONIZING WITH BOSS (left) at the beach, Mrs. Sluis, Mick and friends forget all differences in their ranks at regular Sunday afternoon picnic.



AT CHURCH, where Betty Sluis is required to wear her Wave uniform, husband wears civvies. They attend church regularly, were married in base chapel.

CONTINUED ON NEXT PAGE



Prices slightly higher
in the West

HUGE 17" SCREEN in a handsome blond finish table cabinet. Famous Air King precision-built chassis gives you superb performance, even in fringe areas.

Model 17M-1 Mahogany Finish **\$249⁹⁵** Including Fed. Ex. Tax
In Blond finish as shown, \$259.95

Why wait?
...when the Best in Television
costs so little!



SURE, you've wanted a television set. But you've wanted a *good* one...a set you could be proud of...that would give you big, life-size pictures as clear and sharp as the finest you've seen anywhere.

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easy one-knob tuning, new black rectangular tube, glareproof screen, special built-in socket for color, and many more...engineered by a company with more than 30 years' experience in electronic achievement.

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OLD
Mr. BOSTON
VACUUM
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Distilled from 100% Grain Neutral Spirits — 90 Proof
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Outranked Wife CONTINUED



WIFE FLIES HIGH at beach as Mick hoists Betty in air. She has a Bikini suit he brought from Europe, but Mick lets her wear it only in their back yard.



BREAKFAST IN BED on Sunday morning is served to Seaman Sluis by Ensign Sluis. "A fine idea," says Betty. "It's going to keep on regardless of rank."



WIFE'S GOODBYE is given to her flier husband by Betty as they walk out on ramp before Mick takes off on squadron training mission in his jet F2H-2.

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"BECAUSE YOU LOVE NICE THINGS"



*Tailored or Feminine—Van Raalte gloves you in **NYLON***

From early spring till late summer, from morning till night—whatever your costume—you'll wear nylon gloves by Van Raalte . . . Choose *Nylon Reindoe*,* like creamiest doeskin, or *Nylon Sheerio*,* like dreamiest cobwebs, all, *all nylon*—with the delicate air, the wonderful wear, the washability that puts all other gloves to shame. In good colors, at better stores, everywhere.

Top Panel: Handsewn Nylon Reindoe* left to right . . . \$3.50, \$3.00 and \$4.00
Lower Panel: Nylon Sheerio* left to right . . . \$3.00, \$2.00 and \$2.50



—and Van Raalte is famous for stockings and underthings, too.

•®



AS NEPHEWS WATCH FROM POND, BOSA BEGINS SKETCH FOR PAINTING

Life Follows an Artist Home to Italy

LOUIS BOSA PAINTS A FAMILY REUNION

In 1923 Louis Bosa, aged 17, left his home in Codroipo, Italy, northeast of Venice, and headed for the U.S. In New York, working part time as an interpreter and waiter, Bosa began to study art, soon became known for his rakish and whimsical paintings of life in the Italian section. Last summer Bosa went back to Italy to visit the town he had not seen for 27 years. To his surprise he found that everything was much smaller than he had remembered, but the Bosa family itself was so big it seemed to overrun the whole town. Everyone was a relative—the mayor, the shoemaker, the blacksmith, the policeman, the hotelkeeper, the seven priests, the street cleaner—and most of them came around to celebrate his homecoming with wine, kisses and a day-long banquet in his honor (*right*). Bosa stayed five months, visiting with and sketching more than 30 of his relatives. When he came back to the U.S. he brought with him a gently humorous and affectionate album of family portraits, the best of which appear on the following pages.



MOTHER AND FATHER sat "talking like sweethearts" while their son sketched them. Mother, 72, died while Bosa was visiting them. Father, a stone carver, used to tend water mill. Now, almost blind, he listens to radio.



UNCLE AGNUL, the town auctioneer, sells horses which he buys from gypsies. Agnul, 5 feet tall, married 6-foot woman.



GRANDMOTHER, 95, always held a crucifix. She put on lipstick before Bosa sketched her to look "nice for America."



AUNT MALIE married a farmer the year that Bosa left for the U.S. Now her oldest children are married, and her youngest is only 3. All the young ones work in the fields to help their father, who still uses a homemade rake.



FAMILY REUNION was held outdoors near stream that flows past the Bosa mill. On left side of table Mother Bosa sits primly beside her newly returned son. Next to Louis is his father, already nodding over the wine while a priest, who is also a cousin, offers him another glass. At right, busily eating, is Uncle Agnul. In the foreground Bosa's youngest and tallest sister pauses while bringing on more food. Two more cousins provide the music. At left nieces and nephews play pirate with boat Bosa built when he was 11. In carriage in background is stranger who stopped by to watch celebration. Murals were done on other side of buildings by uncle and great-grandfather, but Bosa transferred them for his painting.

COUSIN SILIOT is town gravedigger and drives hearse. On duty he wears hat with gold braid, carries long whip but is never shaved.

CONTINUED ON NEXT PAGE

W. C. Dodge knew quality when he saw it!

He Selected This Famous Revolver As the Finest of Its Kind

As judge of the Gun Division at Chicago's Columbian Exposition in 1893, Mr. Dodge proved he had an eye for real quality when he selected this .44 single-action Smith & Wesson revolver as the finest hand-gun of its kind. Not only a gunsmith's

masterpiece, it is a priceless example of American engraving. Exquisitely handwrought by Gustave Young, the decoration took a full year to complete — each delicate line handsomely embellished with gold and silver inlay.



If you know quality in whiskey...

you'll instantly recognize the superiority of **HUNTER**, long famous as America's luxury blend. Its flavor is so distinctive that no one has been able to copy it in over 90 years.

Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% grain neutral spirits.





SISTER MARIA goes off to cornfields on an old bicycle. She has rigged up an umbrella to shield baby from the sun. Nephew has come along for the ride.

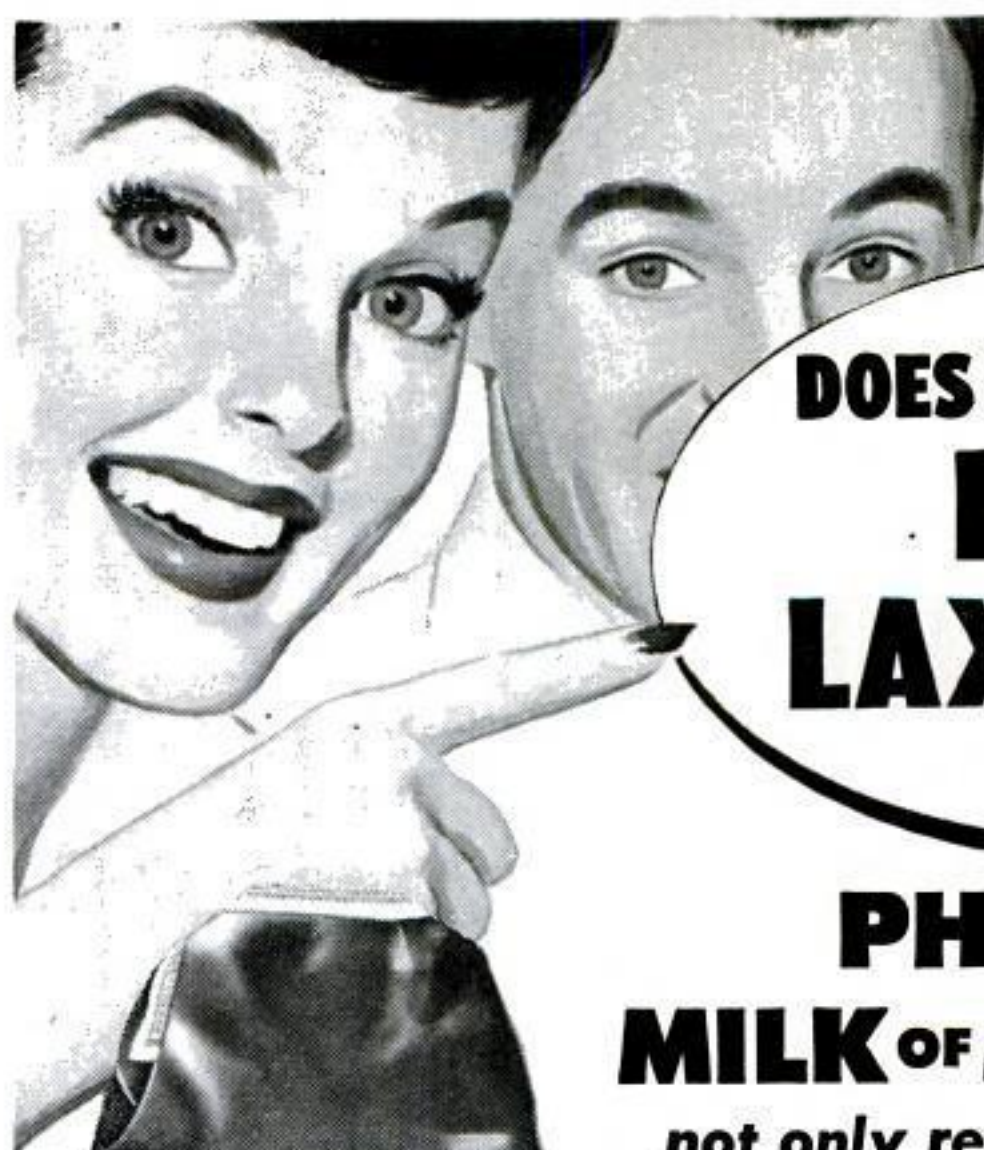
NO REST FOR THE WOMEN

When Bosa left home his sister Velina (*below*) was a baby, while his sister Maria (*above*), the youngest of the 11 Bosa children, had not yet been born. On his return Bosa found them married and busily raising children. They were also busy doing all the things Bosa's mother used to do—making cheese, tending the fowl, sewing clothes, washing laundry in the millstream and trimming the willow trees for firewood. In September they both went out to the vineyards with the men to harvest the grapes. The children also had their chores. When the grapes were picked and dumped into huge vats, the youngsters were turned loose to slither around in the vats and trample out the juice for next year's wine.



SISTER VELINA is married to a toolmaker but sews for neighbors to earn more money. Here she measures customer for suit she copied from newspaper.

CONTINUED ON NEXT PAGE



**DOES MORE THAN
LAZY
LAXATIVES**

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*not only relieves constipation,
but accompanying acid
indigestion, too!*



THREE TABLESPOONFULS FOR CONSTIPATION! Phillips' Milk of Magnesia gives you *more complete relief* when irregularity troubles you because it does *more than lazy laxatives* which merely relieve constipation. When you take Phillips', you also get relief from the *acid indigestion* which often accompanies constipation. So gentle for children, so thorough for grownups, Phillips' can be taken without thought of embarrassing urgency.

ONE TABLESPOONFUL FOR ACID UPSET! Phillips' contains one of the fastest, most effective neutralizers of excess stomach acids known. It brings you almost instant relief from upset stomach, gas, heartburn and other symptoms of acid indigestion.

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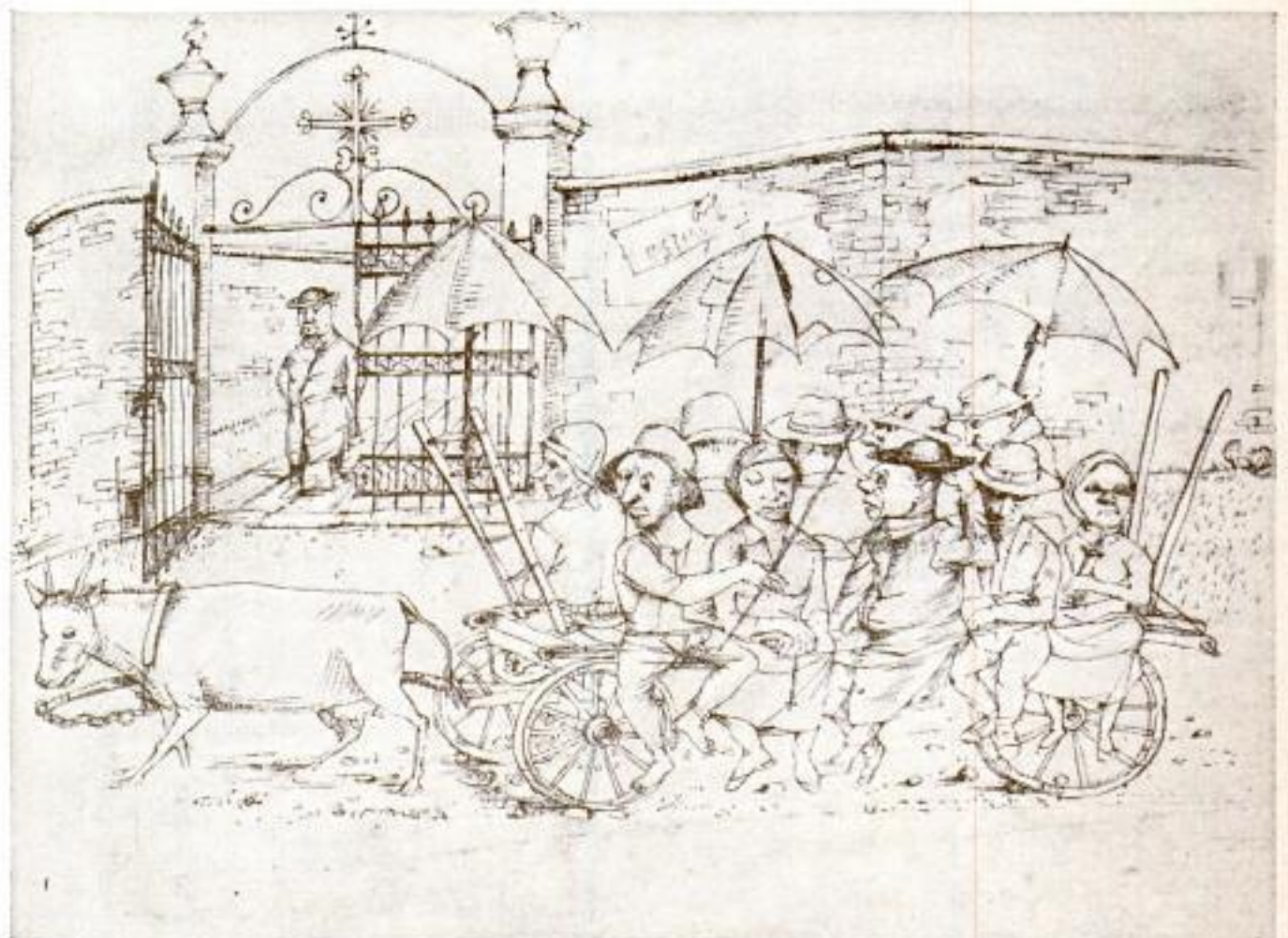
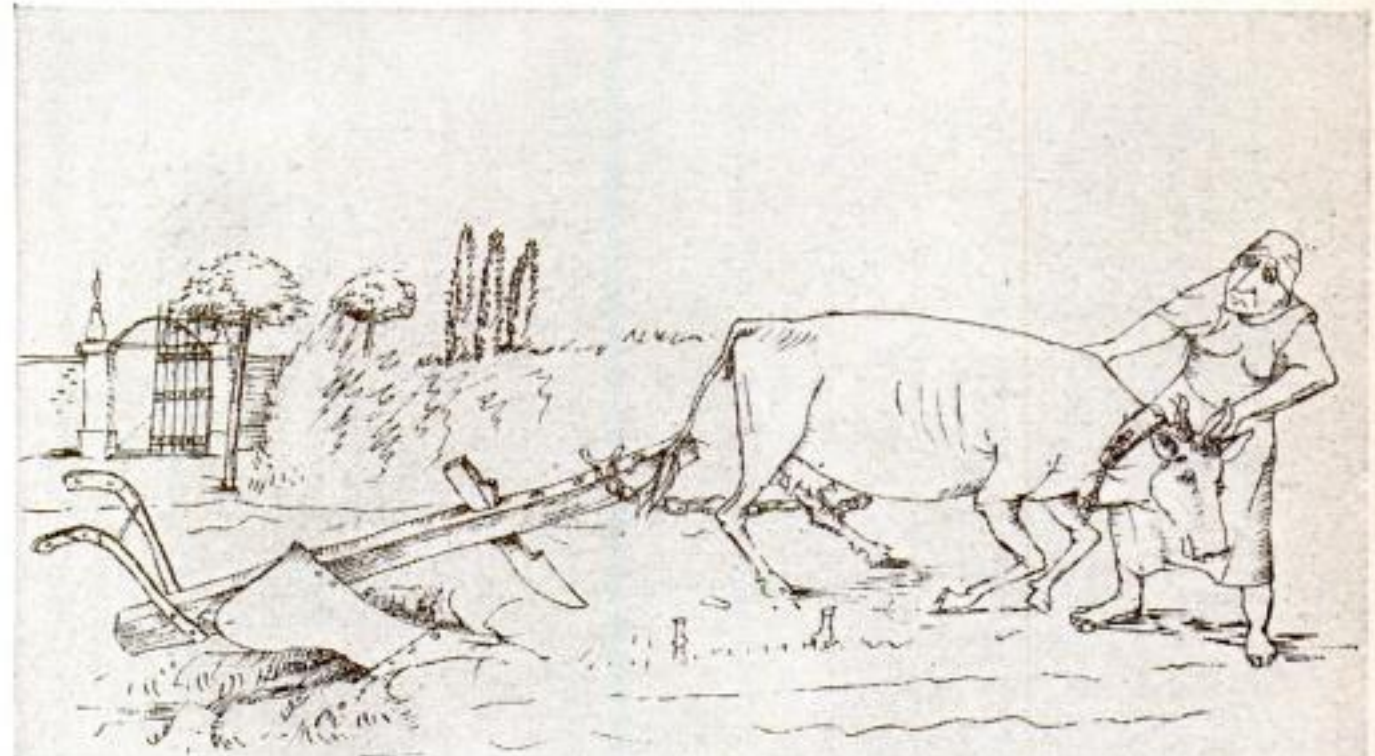


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AMMENS
Medicated Powder

NO REST FOR THE COW

Since horses are scarce and expensive, the cows of Codroipo do all the work. In the drawings below, Bosa sketched his sister Angela, who is married to a farmer, putting the cow through its daily chores. In the cornfield she coaxes her to pull the old-fashioned plow. When the plowing is done Angela rides home on the back of the cow, with the leftovers of the day's lunch in a basket in front of her. The day ends with the evening milking. On Sundays the cow is harnessed to a wagon to pull the family to church. Neighbors hop onto the wagon along the way. Her only respite comes during the church services, when she can nibble the grass by the side of the road and contemplate the church gates.



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How to pick 'em
If your
Half-shaved whiskers
Stick 'em
Burma-Shave**

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Suits, single and double-breasted... \$50

Surréwill Slacks... \$15.95



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from LIFE, May 2, 1949, by George Silk

WHAT'S IN A PICTURE . . .

"Run, run as fast as you can . . ."

"Ready or not, here I come . . ."

"Red rover, red rover, let Jimmy come over."

"You're it!"

"Home free! Home free!"

Yourself at ten remembered?

Young muscles, the speed of the wind . . . and your own self running across the meadow, or down the street. What's in a picture? Can a picture make you feel your own feet flashing over the ground, your own heart beating faster? Can a picture have rhythm, like a childhood rhyme? Can a picture make you feel that it has brought your own past to life again? Does this one?

... to see life . . . to see the world . . . to eyewitness great events

LIFE

Alp climbers *know the ropes* or else --



1 "2000 feet of nothing lay below—and there I hung on a rope no thicker than my thumb," an American friend of Canadian Club writes. "Struggling up Switzerland's Berne Oberland peaks, we'd run into sheer cliff. I shouldn't have been scared. Hadn't I taken a hand in testing the rope myself? My muscles *still* ached from *that* workout..."



2 "Every man a 'Hercules,' these Swiss muscle-men strain in a tug-of-war that would snap almost anything short of steel cable. If their heave-hos didn't break my rope, nothing would. They make just as sure about *all* their gear..."



3 "A man's life may depend on anything in the back-breaking load a guide totes. So before every climb, his rucksack, sleeping bag, lantern, spikes and picks get close scrutiny. And a good thing, too — if those securely driven spikes had given way I'd never have got off that cliff in one piece."



4 "'Done like a veteran,' the guides said back at Meiringen. I was glad enough just to be back... and to find that the little inn served my favorite whisky... Canadian Club!"

5 "It takes a human fly to walk up an Alpine cliff, but it's almost a cinch you'll find Canadian Club down below. I find it everywhere I travel."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon —

yet there is no other whisky in all the world that tastes quite like Canadian Club. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF



Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.

Be Happy-

Go Lucky!

I dance and skip upon my toes,
I leap and pirouette —
Since I discovered Lucky Strike,
The happy cigarette!



St. Patrick's is a lucky day
For all us Irish folk,
But every day is lucky when
It's Lucky Strike you smoke!



ENJOY YOUR CIGARETTE!...

If you're not happy with your present brand (and a 38-city survey shows that millions are not), smoke Luckies! You'll get the happy blending of perfect mildness and rich taste that fine tobacco—and only fine tobacco—can give you. Remember, Lucky Strike means fine tobacco. So get complete smoking enjoyment. Be Happy—Go Lucky today!

L.S./M.F.T.-
Lucky Strike
Means Fine Tobacco

COPR., THE AMERICAN TOBACCO COMPANY

A feudin' with the neighbors used
To mean a heap of thrills.
But now we all smoke Lucky Strike—
There's peace in them thar hills!

